

# Spoiled Rotten

Photography

Celebrating  
20 Years

Looking Back to  
Look Forward

Joey  
& Sandi  
Franchise Owner Spotlight

A Leap of Faith to leave a career to make  
kids smile in local Katy preschools.

Generosity

Santa Answers  
the Call for  
Beautiful Portraits

5 TIPS to  
improve  
pictures with  
Santa

Favorite Fall Images

We brought the Free Spirit vibe to local preschools across the country  
this Fall. We adored this set and we hope you did too!





## WELCOME FRIENDS!

*We're Jamie & Melissa Tash*

As we celebrate 20 years of operations and 10 years of franchising, it's truly incredible to look back at the journey we've been on. From our humble beginnings to where we are today, with 22 locations across the country, it's been an amazing ride.

It's been an absolute joy to make a living, and help others make a living, doing something that is so fun and rewarding - making preschoolers smile. We're grateful for the opportunity to continue spreading joy and learning through our franchise model, and we look forward to many more years of success together.

Learn more about owning your own [photography business](#).

# contents

04

## FRANCHISE NEWS

This Summer we welcomed 1 new owner to our family, as well as had a lot of fun on our Fall Free Spirit set!

10

## OWNER SPOTLIGHT

During the pandemic, Joey and Sandi left telecom careers to make kids smile in preschools.

20

## PHOTOGRAPHY TIPS

We have tips to help your kids have a positive experience seeing Santa, plus Christmas Card templates for your Fall portraits.

07

## 20 YEAR CELEBRATION

Looking back to look forward, as we wrap up our 20th year of operations, and 10 years as a franchise.

13

## GENEROSITY

Santa answers the call for beautiful portraits to benefit foster and adoption and pets at a local humane society.

28

## JOIN OUR FAMILY

We are looking for people across the country to be franchise owners, photographers, and photographer assistants.





# FRANCHISE NEWS

## *New Owner Training*



### Photographer Training

We added an extra training session in October this year to welcome our newest franchise owner, Brittany Evans in Mansfield, TX, as well as photographers for growing local teams.

# Upcoming Training

We are thrilled to announce that our next franchise training is scheduled for Jan 8-19, 2024. This is an exciting time for us as we look forward to welcoming our new owners into our family and providing them with everything they need to launch a successful business.

At our training sessions, we cover a wide range of topics that are essential to running a successful franchise. Our experienced trainers will provide in-depth guidance on everything from marketing and sales to customer service and operations.



## Valuable Partnership With Local Underserved Preschool

We believe that this partnership is a win-win situation for everyone involved. Our photographers gain valuable experience, the families receive beautiful portraits of their children, and we are able to give back to our community in a meaningful way.

Our franchise training is just the beginning of the journey, and we will continue to provide ongoing support to our franchisees as they grow their businesses.



meet our newest owner



Mansfield, TX

## BRITTANY EVANS

We would like to introduce our newest Spoiled Rotten Photography franchise partner, Brittany Evans! Brittany went through franchise training in October and has already photographed Fall and holiday preschool sessions. After finishing training, Brittany said, "I'm so excited! Training was the fastest eleven days of my life, but I learned so much!" She and her husband Rishone just relocated to Mansfield, Texas from Las Vegas, Nevada. Brittany is a former Pre-K teacher and Rishone is the new American history teacher at Jobe Middle School. Her bubbly personality and her love of working with young children makes her a perfect fit in the Spoiled Rotten Photography team! We are loving the beautiful preschool portraits that Brittany has been creating and we are so happy that she has joined our purple family.

[website](#)

[instagram](#)

[facebook](#)



## LOOKING BACK

### *To Look Forward*

Watching children, including my own, grow up in front of my camera lens has been the great joy of my life. What is so great about what we do is that we can always look back at those photos and remember them young. Since we are now empty nesting, those moments captured are forever treasures



Here at Spoiled Rotten Photography, we are looking way back! More than just the beginning of 2023. If you've been following us this year, you may have noticed that we are celebrating our 20th year of operations. I know a lot of companies celebrate milestones such as this, but for me personally, there are a lot of emotions and memories tied to each one of those years. In the beginning, I was much like other "moms with a camera" and I just took photos of my friends and coworker's children as favors or for fun. At that time, I would have never believed that 20 years in the future, I would have photographed thousands of babies and children and would be supporting 22 franchise owners who have the same passion as myself.



All year, I have been reflecting on, not just the beginning of the business, but also the start of franchising. What continues to surprise me is that it's already been 10 years since we began our first franchise with Will Smith in Brentwood, Tennessee. Watching the other locations grow from Phoenix, Arizona to Charleston, South Carolina has humbled me by seeing the business model that my husband Jamie and I started improve the lives of other families. Will recently shared his story on a live webinar. We have that conversation available on our [YouTube channel](#) if you would like to hear about his personal and business journey. We have so many wonderful stories from other franchise owners and we invite you to hear what they have to say also.



## Then & Now

Hopefully, if you're reading this, we have also captured some smiles and moments of your children along the way. If there are some that you'd like to share with us, please tag us on social media:

@SpoiledRottenPhotography  
on [Facebook](#) and [Instagram](#).





# SUMMER IMAGE COMPETITION



Enjoy watching a sampling of the amazing images our photographers submitted for our Summer Image Competition.

## Owner Spotlight



*Joey & Sandi Fotheringham*

---

A Leap of Faith:

---

Husband and Wife Team Left Careers

---

To Make Kids Smile in Preschools

---

While many people were learning to pivot in their jobs during 2020, Joey and Sandi Fotheringham, in Katy, Texas were looking for franchise opportunities to take a leap of faith with a career change.

With a blended family of 10 children and 8 grandchildren, Joey and Sandi have collected an impressive collection of portraits of their family on their walls. They knew if they valued those school pictures so much, there would be other local families who would also value quality portraits provided in a preschool setting. After landing on Spoiled Rotten Photography through a google search, they couldn't find another opportunity that would teach and train them to produce the quality of images they saw on our website.

After two extensive careers in the telecom industry, Sandi and Joey decided to combine their love of photography and children and share their talents in a way where they could work and play together. "Leaving the strict corporate structure was a much needed change," Joey explained.



### *The System Works*

Founder, Melissa Tash, says "Joey and Sandi are both driven by a goal, but I can say their quick success has come by following our laid out franchise systems and processes, hard work, as well as being teachable and asking questions from other franchise owners. Joey has become a mentor and cheerleader to many of our newer franchise owners in recent years. It makes me proud to see how far they have come in three years as business owners!"

“We’ve always had so much fun playing and photographing little kiddo’s – now, we get to be Nana and PopPop at work!”

Joey and Sandi didn’t let the closed doors and face mask barriers of 2020, stop their determination to build the foundation of their business and start making solid relationships with the schools they began to partner with for easy picture days.

If you follow Spoiled Rotten Photography Katy on social media, you have probably caught Joey juggling, acting silly with a squeaky pig and constantly adding value to their local community. The partnership with the schools they photograph goes beyond taking just pictures of their children and you will often see Joey promoting enrollment opportunities or special community events the preschools are hosting.

Joey and Sandi have successfully built a thriving preschool photography business in their corner of Houston, Texas. They continue to scale and add photographers to their team who love the process of making kids smile just as much as they do!



### *Award Winning*

It has been a full circle feeling for Joey and Sandi as they are now able to produce award-winning images for their clients and train and inspire their associate photographers to produce the same quality of beautiful images!

Check out our recent [SRP Live chat with Joey and Sandi.](#)

# SANTA LOVES: *Spoiled Rotten Photographers!*



That's right! Santa loves to receive calls from our franchise photographers! That's because he gets to meet and greet so many good boys, girls and pets! There were two franchise locations that welcomed Santa to their photo sessions for generosity projects. [Spoiled Rotten Photography San Antonio](#) and Santa raised money for [SJRC Belong](#), an organization that helps place children in foster and adoptive families. Carrie Fischel had interested families sign up for portrait sessions and money raised went directly to SRJC Belong of San Antonio, Texas.

Spoiled Rotten Photography  
Huntsville, Alabama raised money  
for the Greater Huntsville Humane  
Society (GHHS) with their *Claus*  
*for Paws* event. The sessions were  
held at a local business, The  
Flower Shoppe of Providence. The  
event raised money for the local  
animal shelter needs and pet  
adoptions.



*Santa Kirk*

"It is my pleasure and joy to donate time to support foster families and the humane society spreading love and holiday magic to all. May the love of God be with you during this Christmas season."



"It was a simple set. Easy to work with and very versatile for different poses and ages.

So pretty! Parents loved it!"

-Heather Sams



## BEHIND THE SCENES ON FREE SPIRIT

"We've been around awhile and shot on many, many sets. This by far was my absolute FAVORITE. So many creative options for posing. Coloring was beautiful!"

-Patricia Mesi



# FAVORITE IMAGES

## *Free Spirit Set*



Jason Allen  
SRP Franklin/Brentwood

Jennifer Deniston  
SRP Alpharetta

Lynn Driver  
SRP Buckhead

Carrie Fischel  
SRP San Antonio

Andy Morris  
SRP Franklin/Brentwood

Joey Fotheringham  
SRP Katy



# Vendor Spotlight

## MUSHIE

The stackable [Mushie](#) multi-color nesting plastic stars brought the perfect boho vibe to our Fall Free Spirit set! Our photographers enjoyed matching the muted colors to complement outfits and it provided a fun stacking game for toddlers. If you are looking for a last minute Christmas gift for your little ones, check out other quality products by [Mushie](#).



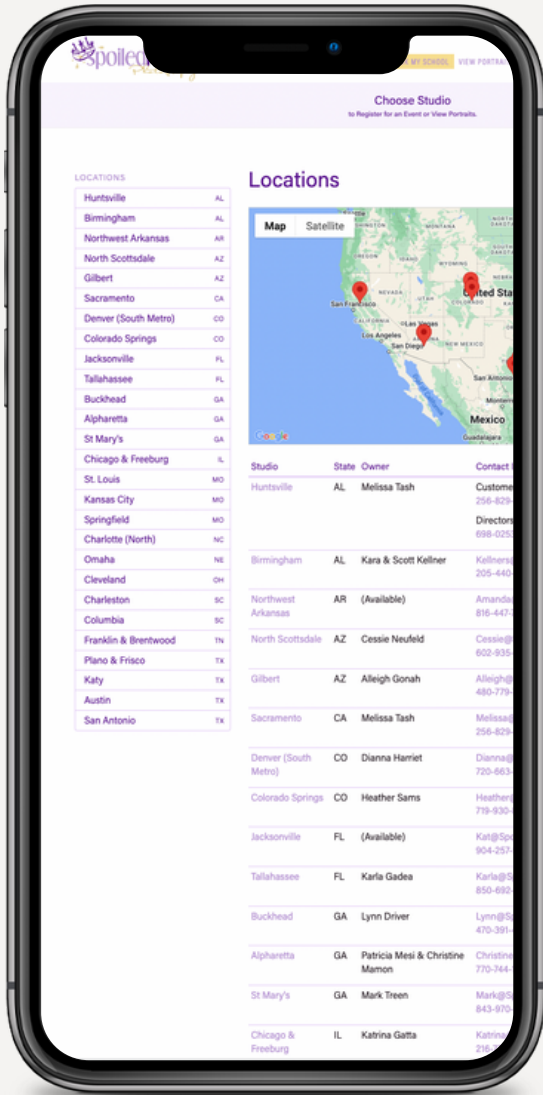
# GET READY FOR SPRING PORTRAITS

*Mon Ami Set*



[Click the picture to watch a preview of the Mon Ami Set!](#)

# Get Ready for Spring Portraits



## REGISTER YOUR CHILD

Find your local SRP location and view the upcoming portrait events to register your child for a Spring Mini Session.

[Register My Child](#)

## CLOTHING GUIDE

My Friend.... dress to impress for your Spring Mon Ami Portraits with the clothing we have gathered for you! These outfits have been selected for your preschooler to match the color scheme and design of our custom Spring Mini Session Set – Mon Ami.

[Clothing Guide](#)



# How To Master Photos with Santa



SRP San Antonio

## SNEAK SANTA IN

Have your child comfortably posed on a bench and then bring Santa in from behind. Make sure to photograph the progression of expressions when seeing Santa.



SRP Birmingham



SRP Buckhead



SRP Huntsville



## ENGAGE CHILD

Keep your attention and focus on the child and don't talk about Santa.

## DISTRACT

Distract kids with books to look at with Santa or some other fun element Santa can show them.

## BRING ITEMS

Have children bring special letters they want to give Santa or allow them to hold comfort items.



## EMBRACE IT

If your child gets upset when visiting Santa, embrace that moment and buy the print because you will want to preserve that memory.

# HOLIDAY MAGIC

Our SRP owners love to bring a little extra magic to their partner schools at the end of the year! Whether Santa is able to visit a school or not, these are portrait sessions that parents look forward to each year! We understand all children don't welcome seeing Santa with smiles, so hopefully these tips will help your children feel more comfortable with their Santa experience.

# Holiday Card Templates

## TAG US!

If you share your Holiday Card on social media, tag us @spoiledrottenphotography. We would love to follow along to see how you used your Fall "Free Spirit" images.



MERRY CHRISTMAS

*with love*

THE BROWNS



## FALL PORTRAITS

*Make Great Holiday Cards*

If you ordered Fall "Free Spirit" Portraits we have gathered some of our favorite simple Holiday card templates on [Canva](#). Feel free to customize our designs and print your own Holiday cards to impress your friends and family.

"Family  
turns  
Christmas  
moments  
into  
memories."

*family*

# PARENT *testimonials*



★★★★★

NICOLE

Colorado Springs, CO

"I wasn't there when the pictures were taken, but I can tell a lot of effort was put in to get great shots! My daughter's images are fantastic and she looks so happy!"

★★★★★

NEKEIA

Brentwood, TN

"You all were able to get several AMAZING shots of my son. Thank you so much! This is my first photo of him smiling like he always does off camera! It brought tears to my eyes and his grandparents!"







# 2023 A Year in Review

## With Franchise Business Review

When you receive the gallery with your children's images you may not realize that your local Spoiled Rotten photographer is part of a franchise network. Franchise founder, Melissa Tash, began franchising her volume boutique preschool photography business in 2013. Currently Spoiled Rotten has grown to 22 locations across the U.S. We are also proud to say that we are an industry leading franchise! Spoiled Rotten Photography received Franchise Business Review's (FBR) highest award in our category. We are the #1 franchise in Child Services Division for 2023! We also are a top-rated franchise for women, recognized as one of the best low-cost franchises and are a Franchisee Satisfaction Award winner!

The Franchisee Satisfaction Award recognition pleases us the most. This award is based on the ratings and reviews of our current franchisees. 100% of our franchisees agree they enjoy being an owner operator, that senior management encourages a team culture and they recommend the franchise to potential owners. We love our franchise family! Information on FBR's site explains that Franchise Business Review empowers potential franchise buyers with downloadable reports, top franchise lists, and industry insights. They survey over 30,000 franchise owners from more than 300 leading franchise brands each year to reveal the top franchises with the highest ratings in franchise satisfaction, franchise culture, company performance and other key benchmarks. See our ratings from FBR HERE.

# JOB OPPORTUNITIES

*In our local territories*

## 1. File Processor

Remote process images from our portrait sessions. Adobe Experience Expected.

## 2. Photographer's Assistant

Part-time, seasonal opportunity. Assist photographer at local preschool photo sessions to help get amazing expressions. Kind and Joyful Attitude Expected.

## 3. Photographer

Part-time, seasonal opportunity. Photograph preschoolers at local preschools.  
6 months of being a Photographer's Assistant for SRP is required.

## 4. Franchise Owner

If you are family-oriented, community-minded, outgoing, highly-motivated, love kids, appreciate great photography, and share our core values, you might be a great fit for franchise ownership!

# FOLLOW US!

As we continue to grow and expand, we invite you to join us on this exciting journey. Also we're always looking for passionate and dedicated individuals who share our values and want to make a difference in their communities. With our proven business model, extensive training and support, and a brand that is beloved by parents and children alike, there has never been a better time to become a part of our franchise family. Come join us, build a business and a legacy while making a positive impact in your community.

Follow us on social

[website](#)

[instagram](#)

[pinterest](#)

[facebook](#)

Become Spoiled Rotten - Join Our Family! Become Spoiled Rotten - Join Our Family! Become Spoiled Rotten - Join Our Family!



## OWN AN SRP FRANCHISE

Become  
Spoiled  
Rotten!



Do you know anyone who loves photography and working with children? We are looking for more fun people across the country to join us as we continue to be the photographers of choice for top-ranked preschools across the US.

[LEARN MORE](#)