

# Spoiled Rotten

Photography

## Cessie & Alleigh

Family-Owned Franchise  
**Rockstars**

Franchise Owner Spotlight  
Answering the  
call in Arizona



**Generosity**  
Mommy & Me Sessions  
to Support Local Teacher

**5 TIPS** to  
Rock your  
Yearbook  
Portrait

Celebrate Fall Portraits

We are bringing a musical vibe to local preschools across the country with Rhythm & Blues, this Fall. We adore this set and we hope you will too!



## WELCOME FRIENDS!

*We're Jamie & Melissa Tash*

Reflecting on 21 years in the preschool photography industry, with the last 11 dedicated to growing and nurturing our franchise family, we are humbled and honored by the journey.

The recent opportunity to share the Spoiled Rotten Photography story on the [Emerging Franchise Brands Podcast](#) was truly a highlight. My passion, my 'why', is unwavering - it's about empowering others to achieve their life's aspirations. Being a franchisor isn't just about business; it's about fostering dreams, nurturing growth, and creating opportunities. To play a part in that journey, to witness the transformation and success of others, is a privilege beyond measure.

[Own your own franchise](#)



## Owner Spotlight



*Cessie Neufeld & Alleigh Gonah*

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Answering

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The Call

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In Arizona

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In 2022, Cessie Neufeld answered the call to be our first franchise owner in the state of Arizona. Spoiled Rotten Photography began a partnership with several schools the year before and we were sending out of state traveling photography teams to serve those schools. Cessie shared our core values and saw the potential for owning the North Scottsdale Territory. In her first season, she crushed her sales goal and set a new system-wide sales record in the process.

With an upcoming maternity leave, Cessie began to quickly explore options for team members who would nurture her accounts as a photographer while she was out. Before she could even push send on a job posting, Alleigh Gonah, living in Gilbert, Arizona, reached out.



### *The Dream Team*

Alleigh wanted to get into photography and was excited to be a part of the preschool photography experience that Cessie was creating in their local area. These two formed a Dream Team, and quickly won the hearts of parents and directors across the greater Phoenix area.

With her positive energy, ability to connect with children, and business mindset, we knew Alleigh was a perfect match for Spoiled Rotten Photography long before she inquired about franchise ownership. Alleigh joined our growing franchise family in the Summer of 2023, when she opened the Gilbert, AZ location. With her true competitive spirit, she also set a new sales record in her first season, breaking the one previously set by her counterpart, Cessie.

Cessie and Alleigh have both been a shining light in Arizona and set records that will be tough to beat just like the Arizona heat. They are both looking to grow and expand their teams in their local areas so they can continue to answer the calls of preschools looking for the Spoiled Rotten Photography picture day experience.



### *The Future is Bright*

Spoiled Rotten Photography's presence and future in Arizona is certainly bright with these two young, energetic women franchise owners. If you know anyone looking to join their dynamic teams as an assistant or photographer, reach out [HERE](#).



# FRANCHISE NEWS

## *New Owner Training*



### Photographer Training

Summer 2024 kicked off with photographer training to add 2 new company owned managers and 4 new associate photographers for our local teams. We enjoyed getting to try out our upcoming Fall set during this training session.

# Upcoming Training

We are thrilled to announce that our next franchise training is scheduled for October 14-18. 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.



## Target Cities

We would love for you to become PURPLE like Katie and Natalie. We are currently looking for new Spoiled Rotten Photography franchise owners. Do you live in one of the following target cities? We have business waiting for you!

- **Omaha, Nebraska**
- **Jacksonville, Florida**
- **Charleston, South Carolina**



[Steps to Franchise Ownership](#)



# meet our newest managers



Springfield, MO

## KATIE JENNINGS

Katie, an active mom of two has dabbled in photography for years. Katie is excited to nurture our existing preschools in the Springfield area and introduce the SRP experience to others schools in the Southwest region of MO.

[website](#)

[instagram](#)

[facebook](#)

NW Arkansas

## NATALIE SIMPSON

With her family moving to NW Arkansas, Natalie was excited to pick her camera back up to create portraits of children in this area. You will find Natalie delighting directors and parents this Fall with beautiful portraits from Bentonville down to Springdale, AR.



[website](#)

[instagram](#)

[facebook](#)

# 2024 PERSONAL PROJECTS



## 2024 PERSONAL PROJECTS

Enjoy the Personal Projects featured in the above video that some of our photographers completed this Summer.



# THEY ROCK!



Houston area Spoiled Rotten Photography franchise owners, Joey and Sandi Fotheringham have received special recognition from Franchise Business Review. They were standouts in the Family-Owned Rock Stars award category, but to us, they were already rock stars for parenting 10 children! Read about their award [HERE](#)

The Fotheringhams became Spoiled Rotten Photography franchise owners during the tumultuous times of 2020. They entered in the Katy, Texas children's preschool photography space where SRP had not gone before, but since then they have become image-taking leaders in the Houston area.

When Joey and Sandi chose to purchase a Spoiled Rotten Photography franchise, their goal was to be entrepreneurs, doing what they loved, but still have time for their family. As their business has grown, they have brought two of their children into the business with them. They wanted a business that would support families and schools because they wanted to give back to their community. By providing excellent, studio quality portraits at a school picture day, this helps parents juggle the need for professional photographs at the convenience of their school. Excellent customer service and beautiful images hanging in customers homes are the goal and motivation of the Fotheringhams. Joey and Sandi don't just stop in supporting their local families and schools, they are constantly encouraging and guiding new franchise owners to grow their businesses. Joey has become our very own franchise "Business Dad."



Our 2023 Purple Crown Award Winners

At SRP corporate we are happy Joey and Sandi chose SRP to fulfill their entrepreneurial desires, but we are thrilled they are now part of OUR franchise family. Because of Franchise Business Review, everyone else now knows,

**THEY ROCK!**

# GENEROSITY:

## *Heart for a New Heart*



When our franchise owners partner with schools and work with them season after season, the directors and teachers become like family. Our owners get a glimpse into their lives and are often there to celebrate new births or other fun times, but also see the struggles that often arise unexpectedly.

Lynn and Rernardo Driver in Buckhead, GA, have had the pleasure of watching many director's and staff children grow up in front of their cameras, but it was one particular boy that tugged at their heartstrings when they learned of his weak heart condition.

Ms. Katie is the Assistant Director at the Goddard School of Midtown. Her rambunctious two year old, isn't just full of boundless energy, he has a heart that needs to fight every day. June 19th of this year marked a year since this little guy has been listed for a heart transplant. His journey has not been easy; there were tears, fear, and a little anger along the way.

SRP Buckhead surprised Ms. Katie & her family with \$4500

Little J's smile and story inspired Lynn to host a special Mommy and Me photo session at the Goddard School in May, just before Mother's Day. Fifteen families were able to join this portrait event and were happy to support this charitable event. Lynn was able to combine \$1500 of profit from this session with a GoFundMe event within the Goddard School of Midtown community of parents. The Buckhead team was able to surprise Ms. Katie with an impressive check for a total of \$4500 this Summer.

We are inspired by the Driver's heart to serve their local community and help ease the burden of little J who is waiting on his new heart.



*Lynn Driver*

"It is our hope that this small gesture will help this wonderful family not only be able to breathe a little easier but we want them to know that little J has a community of people that are praying for him everyday and LOVE him."

# HAVE BACK-TO-SCHOOL BLUES?

*Go do we...!*



We have two blue Fall backdrop sets that we hope you'll be excited about! The Rhythm & Blues fall set with denim accents for our preschools features whimsical instruments for our youngest clients' portraits. Also this Fall, many Spoiled Rotten Photography locations continue to grow into the public and private school yearbook headshot space. For the school yearbook photos, we will be using a deep blue backdrop that will flatter all of our older students on school picture day. Our endeavors into the yearbook space has been an unexpected joy for our locations across the U.S. It's been a pleasant surprise at how many yearbook sponsors have reached out to us in recent years. Our goal is to revolutionize school picture day into one of the happiest days in all elementary schools we serve. These are the kind of "blues" that will turn those frowns upside down when you see how cute these Fall photos of your kiddos will be!



## RHYTHM & BLUES

Our preschool partners love our elective mini-sessions for the flexibility and the time and energy our local Spoiled Rotten Photography teams put into making a “Happy Picture Day” for the kids, staff, and parents.



SESSIONS:

SIGN UP BY:

## YEARBOOK PORTRAITS

What began as a few yearbook accounts in Huntsville, has spread like wildfire when local elementary and private schools learn they can have a better yearbook picture day experience when they contact Spoiled Rotten Photography in their local area.

*Yearbook Portraits*  
SPOILED ROTTEN PHOTOGRAPHY





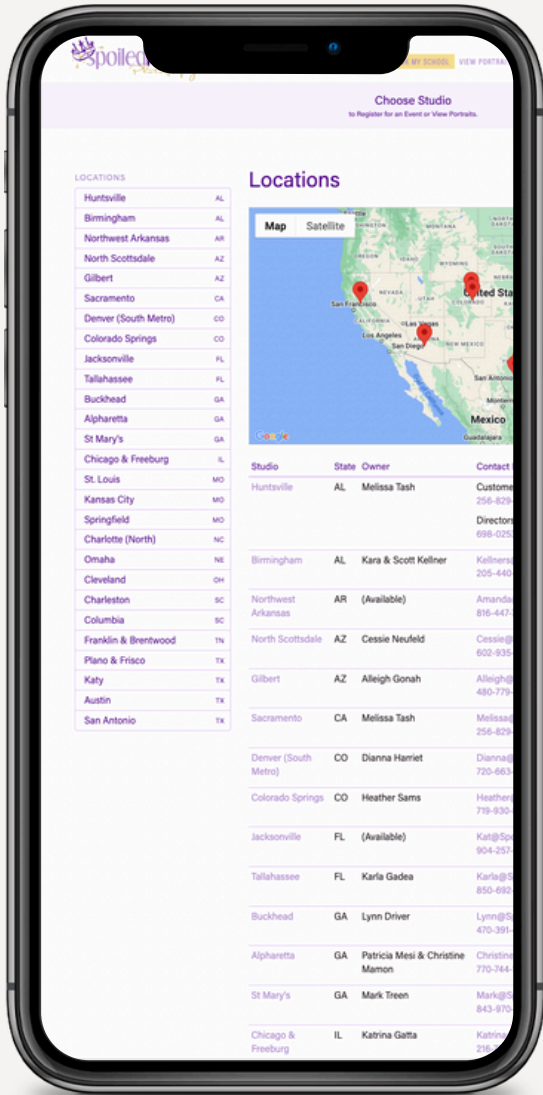
# GET READY FOR FALL PORTRAITS

## *Rhythm & Blues Set*



[Click the picture to watch a preview of the Rhythm & Blues Set!](#)

# Get Ready for Fall Portraits



## REGISTER YOUR CHILD

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

[Register My Child](#)

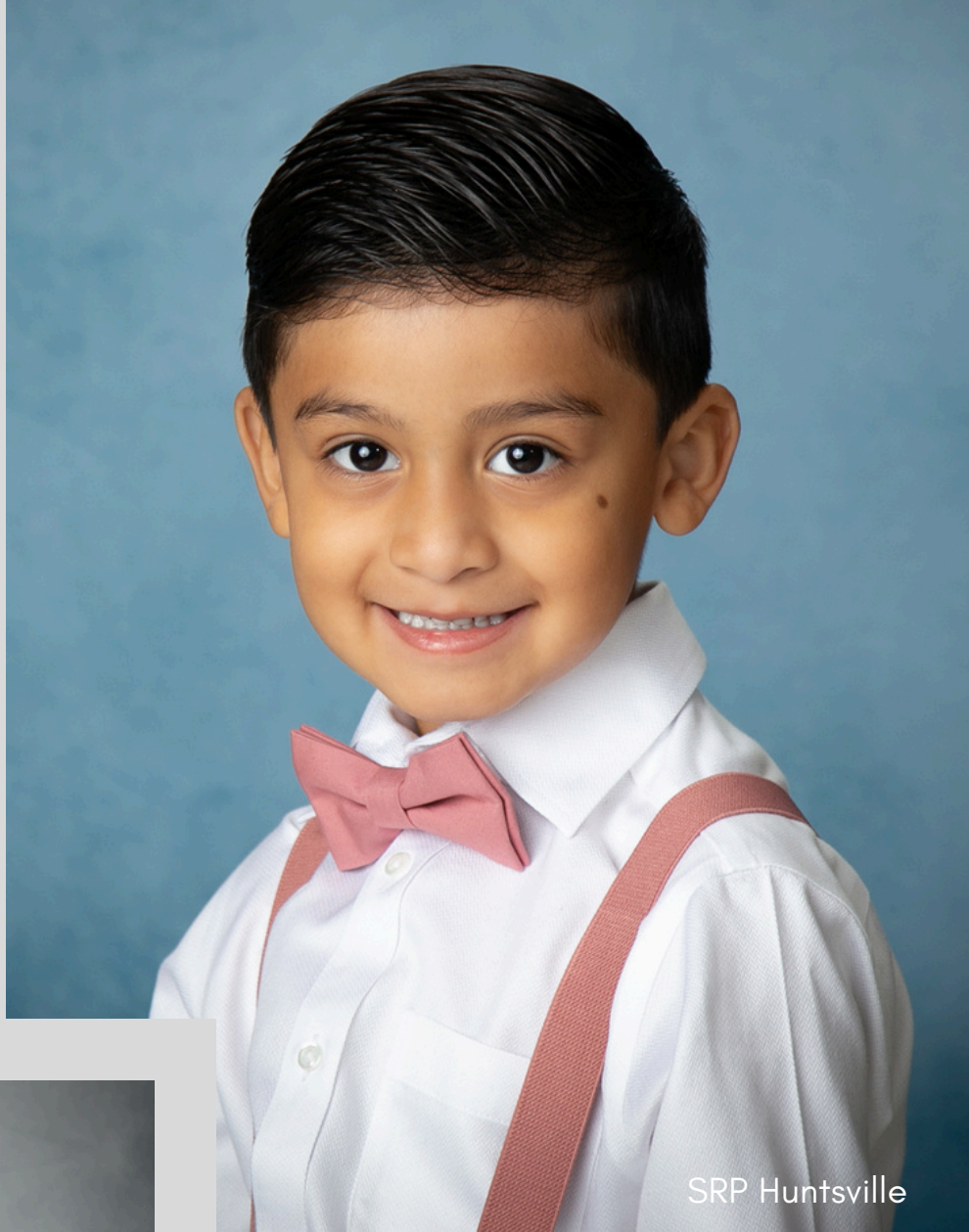
## CLOTHING GUIDE

Your child will be the star of the show for Fall Rhythm & Blues 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 Fall Mini Session Set – Rhythm & Blues.

[Clothing Guide](#)



How To  
*Master*  
Yearbook  
Picture  
Day



SRP Huntsville

AVOID CLOTHING WITH WORDS OR  
LARGE LOGOS

Think solid colors and simple when choosing an outfit for picture day. Some schools require uniform attire.



SRP Kansas City



SRP Alpharetta



SRP Brentwood



### AVOID MESSY BREAKFAST AND LUNCH CHOICES

No one wants smeared grape jelly or spaghetti sauce on their shirt for picture day.

### GET A GOOD NIGHT'S REST

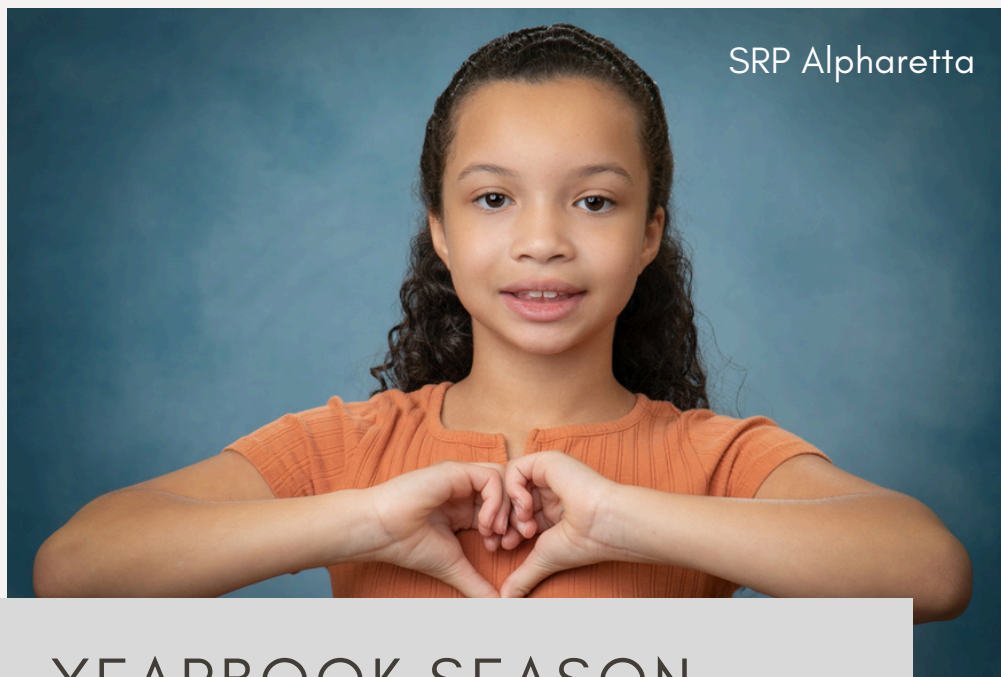
Go to bed a little earlier the night before picture day and wake up earlier to make sure you aren't rushed in getting ready.

### REMOVE BULKY SWEATSHIRTS AND JACKETS

Many classrooms can be chilly, so remind your student to remove jackets for their yearbook portrait.

### PLAN HAIRCUTS AT LEAST A WEEK BEFORE PICTURE DAY

Fresh haircuts always look nice to keep hair out of eyes.



## YEARBOOK SEASON

Our SRP photographers love working with our yearbook schools! Gone are the days of cheesy yearbook pictures that no one wants to purchase. Spoiled Rotten Photography has elevated the school picture day experience for everyone. Have your yearbook representative reach out to their local SRP owner to BOOK yearbook portraits.

# 1st Day of School Pennant Banner

(Click to Download)

TAG US!

When you share your back to school portraits on social media,  
tag us **@spoiledrottenphotography**



## CELEBRATE

*With 1st Day Photos*

Download the [1st Day of School Pennant Banner .pdf](#). Print a grade banner for each of your children to hold for your annual back to school 1st day of school photo. We've got you covered from PreK - 12th grade! Enhance your printable pennant by glueing a dowel to the side and tying colored ribbons.

"You have  
brains in your  
head. Feet in  
your shoes. You  
can steer  
yourself any  
direction you

*choose.*

• Dr. Seuss

# PARENT

*testimonials*



★★★★★

DAZMON

Tallahassee, FL

"I loved how my son was actually smiling in the photos because he's not a big picture person so I was worried about that. Big thank you for capturing beautiful pictures of my son. I bought them as soon as I saw the email because they were everything."

★★★★★

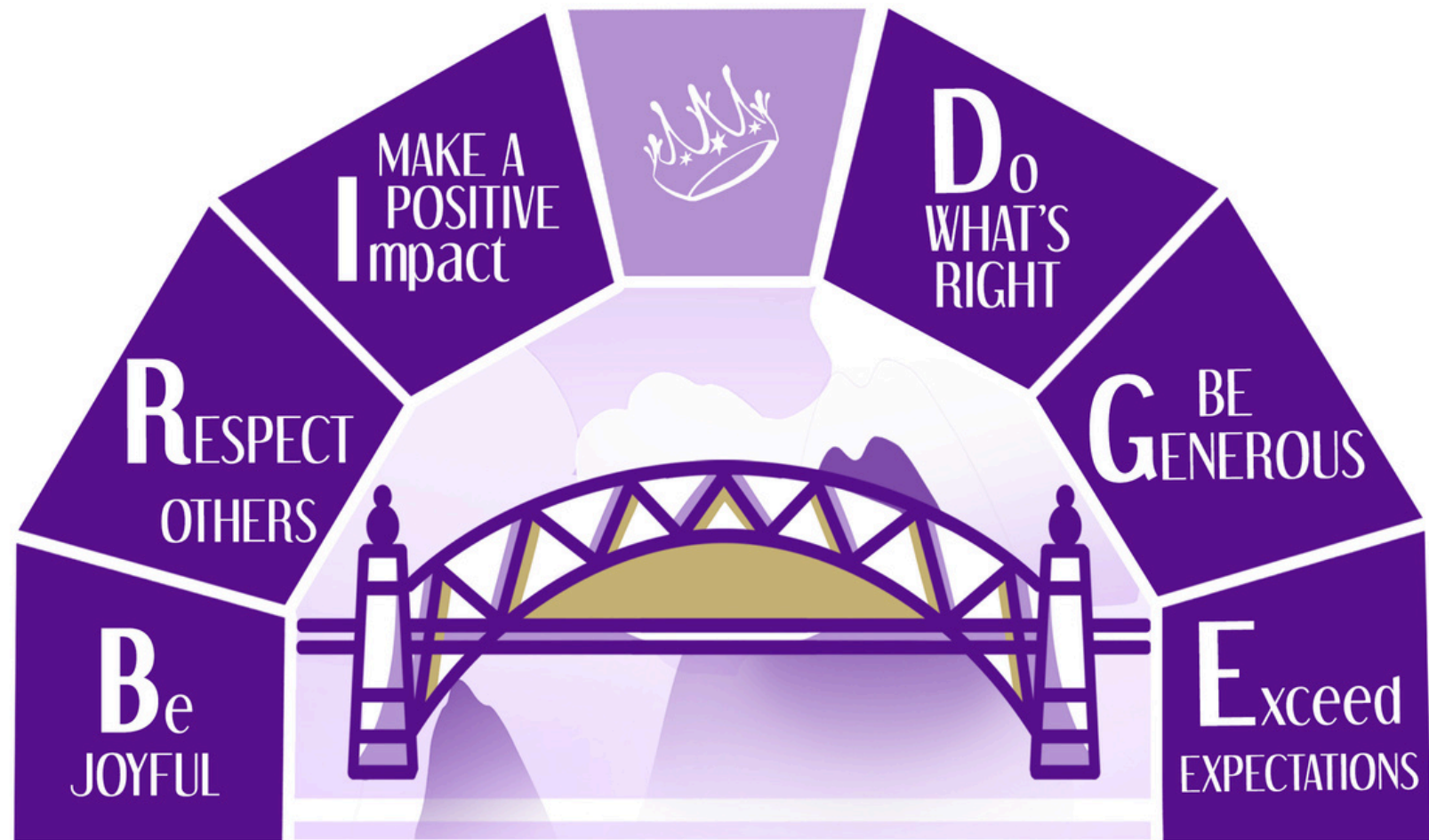
AMBER

San Antonio, TX

"You captured my daughter's personality perfectly in her photos."



## CORE VALUES



## MISSION

DELIVER A **JOYFUL** AND ORGANIZED PICTURE DAY  
**DELIGHT** EVERY PARENT WITH STUNNING PORTRAITS



# 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](#)

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



## BECOME SPOILED ROTTEN

*Join  
Our  
Family!*



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](#)