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## MHA Professional Photo Project Debuts

1 message

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**Masonry Heater Association of North America** <execdir@mha-net.org>

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Reply-To: execdir@mha-net.org

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## MHA Starts It's Professional Photo Project in Saint Paul, Minnesota

### What is the photo project and how does it work?

MHA has the need for professional, high resolution photos of heaters.. Through the years, members have been asked to send the office photos that can be used in public relations, education or on the website. It became apparent that when a mason is finished and the heater is ready, the house is either not occupied or not staged as a "live-in" home.

MHA has found a way to help get those needed photos, but still needs your help.

### How It Works



A MHA member takes a snapshot of his/her finished heater and sends it in to the MHA office. A committee will view the snapshot and determine if the style and veneer is needed by MHA.

Once selected, the MHA office will work with the MHA member to set up a photographer to take professional photos of the heater. If the heater was done a while ago, it could be ready to be photographed now. If the homeowner, isn't moved in yet, we'll wait till the homeowner is ready.

The member will need to get permission from the homeowner and sign a release. The office will select a photographer and time and date will be determined by the homeowner, photographer and MHA member.

The family will get gifts from MHA of a canvas photo of their heater and a moisture meter.

### First Photo Shoot Finished. Who's Next?

Pat Sieben sent in a snapshot of his heater. He worked with the photographer and the family and Pat stated that the shoot went great. The photographer took 35 photos of the heater and included a family portrait as well.

### How About You ???

We need more professional photos. Send us just a snapshot of the heater you built. The process is easy.

Not only does it help MHA but you get the digit photos for your own use. How many of you have professional photos to use in your marketing?

Contact the MHA office if you have any questions.



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