

Dear Co-Chairs Holvey,

I have owned/operated a portrait studio in Portland OR since 1996. In that time, I've experienced radical changes to both the economy AND my industry as a whole. (i.e. disruptions like film-to-digital)

9/11 /01 - Peek of HS senior portraits tanked, leaving me under-employed, with no means to compensate.

'07 Gulf war - uncertainty that spilled over to the mortgage bubble.

Great Recession - I became even less essential than a realtor, as my business all-but-dried-up!

In times like these, there was ZERO support for a business like mine that fell through the cracks.

I innovated, by expanding on my B2B services. Money was still moving around, but not in the residual manner that included "personal portraits". Business that did innovate, that wanted to updated their LinkedIn profiles to something better than "good enough" for headshots - rebuilt my business from "Prints Charming Photography", adding the brand Photo Media Productions - (for biz credibility - names matter) to eventually merging them into Studio B Photography.

Now realigned to deal with a shift in photographic needs (less for vanity, more for career advancement, and business images), I face a complete shutdown.

I am ALL FOR, any need to distance from my clients. To put needed space between us during a session so that I can eat. (I cannot draw unemployment - and I cannot eat flash cards or camera gear)

It will become necessary for whatever blanketed decisions are made for literal survival of humanity - to cast an umbrella over those of us that fall between the cracks of every single industry that I hear being considered for survival.

My mortgage must also be made - my tent will not hold my family of five.

My studio lease must be paid - for those business that plan to continue using professional images to sell their products, services etc.

Studio lighting and backgrounds will not even fit in my home, let alone a tent.

My apology for dramatizing this, but it's a harsh reality that I'd like to be considered amidst the many others [bars/restaurant owners]

My FICO and DTI suck, not because of bad choices, but because I'm recovering from an auto-injury concussion that rendered me useless - maxing out credit cards.

This Q1, was not only a spike in my financial histogram (UPWARD, alas), but "qualifying for a business loan" has become circumstantially impossible.

Whatever you can do to stir this perspective into your efforts, is gratefully appreciated.

God bless you in this time of challenges too!

Balance of email was pre-set, but didn't want this to get filtered in to the generic pool of support.

Best of success to you and yours as well.

Brian Geraths

As a business owner, I am writing today to share the impacts the current COVID-19 health crisis is having on my business, my employees and my family.

These are hard times for all of us. I encourage you to support our business community as we deal with the astonishing economic disruption that has accompanied this health crisis.

Sincerely,

Brian Geraths
15800 Upper Boones Ferry Rd
Lake Oswego, OR 97035
b@studiobpdx.com