



FROM THE VICE-PRESIDENT OF COMMUNICATIONS

by Bruce Blom



The vast majority of Smartphone users who attended the Gillette convention and expressed their desire to continue using the WHOVA app will be pleased to know that we will be using it in Fargo and beyond, the Board having approved a three-year contract with WHOVA. For those who missed Gillette but will be in Fargo, you'll find the usefulness of this app for keeping abreast of developments, changes in schedule, announcements, etc. extremely easy once you spent a

few minutes learning how to navigate your way around the app.

One feature with WHOVA that I have relied upon is the ability to tag convention attendees with a category name, and, for me, one of those categories was "Photographer." I could then send that group emails or text alerts that would be of interest to them. Another group was "Members." This group was created from the list of active members as of 2/1/2020 who gave us their email address. This list will be updated monthly. In fact, you are receiving my *PGI Bulletin* column using this feature. So, stay tuned for more announcements, both on the web site, in the *PGI Bulletin*, by email, and shortly the WHOVA app if you have elected to use it. Keep in mind that you can always remove yourself from the list at any time.

Lastly, I hope you've enjoyed the *PGI Bulletin* changes that we've introduced during the past 18 months. More with be forthcoming as we discuss the future of our communication channels.

