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Briefs

The Sports Section changes name and focus

The Sports Section changed its name to TSS Photography to reflect its expanded photography services beyond just athletes to include schools, corporations, churches and other community organizations. "The name change helps to not limit (us) in the mind of the customer," President Joe Lindenmayer says.

As part of its rebranding, TSS Photography also introduced a new revenue source for franchisees called, "Young Masters," where parents can have TSS transfer their children's drawings onto mugs, mouse pads, sweatshirts, tote bags, postcards, and other items.

Lindenmayer expects the new TSS brand and wider breadth of services to pave the way for doubling its number of franchises during the next five years, as well as doubling or tripling its franchisees' sales. Annual sales at franchise units currently average \$100,000. TSS has more than 220 units in four countries.