

THE BARKSDALE GROUP OPERATIONS 2020

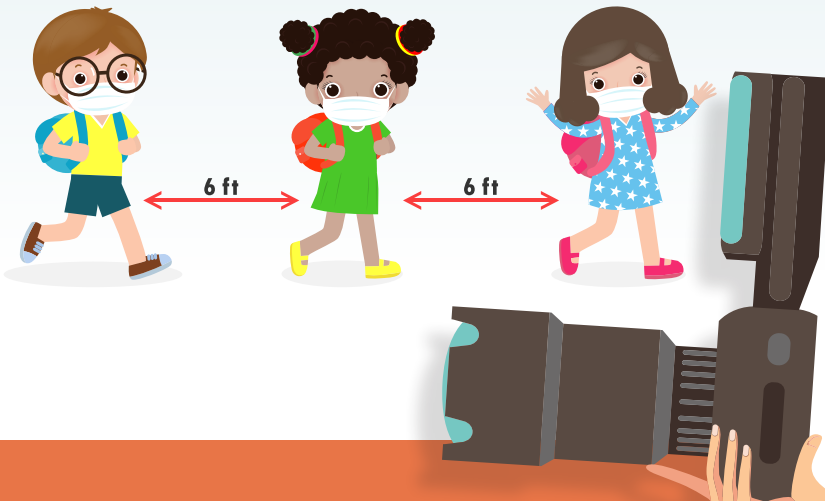
COVID-19 Playbook

INTRODUCTION

The COVID-19 pandemic is unprecedented and unlike any crisis we, as a school photography industry, have had to face before. We are finding ways to adapt quickly and efficiently as we learn new information and as the world changes in front of us.

We are implementing what we believe to be the best possible solution to keep all employees, schools, and communities safe and healthy. We look forward to servicing our schools and communities again soon.

We are actively following state and local agencies' direction and guidance, and we are proactively getting prepared behind the scenes to be ready for the upcoming school year. We will continue to refine and update the plan as experts provide us with more information. We are doing everything possible to ensure a safe working environment in our offices and on school picture days.



CHILDREN & PHOTOGRAPHERS FIRST

The health & safety of our photographers and students is our number one priority.

Photographers and students will be advised to practice safe Physical Distancing (PD) by standing at least 6ft away from other students and faculty. Picture days will be reconfigured to meet this guideline. Photographers will not touch but will instruct students to adjust their hair and/or clothes.

Areas where students or faculty are waiting will be clearly marked for appropriate PD.





WELLNESS/HEALTH MONITORING

All photographers, employees and managers have been provided comprehensive health and sanitation training prior to re-opening our company. Temperature checks are taken daily on all employees as they enter the building. Hand sanitizers have been placed in every room. Photographers will be equipped with hand sanitizers for all photography stations.

Smart health practices are the key to maintaining a safe and healthy defense against COVID-19.

KEEPING A SAFE ENVIRONMENT

There are health and hygiene reminders throughout our workplace. Signage will be prominently posted reminding employees of maximum occupancies and distancing guidelines as well.



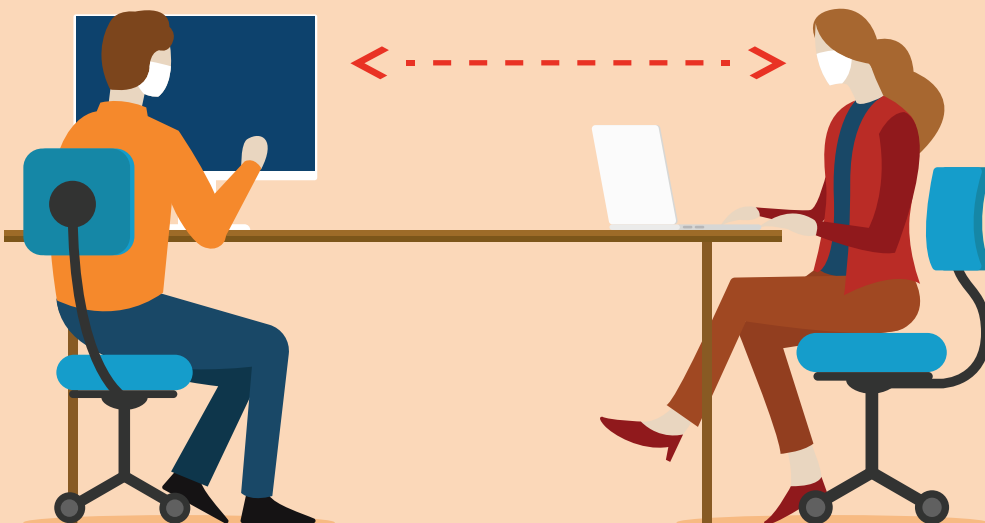
Cleaning Products & Protocols: We use cleaning products and protocols, which meet EPA guidelines and are approved for use and effective against viruses, bacteria, and other airborne and blood-borne pathogens. We have been working with our vendors to insure an uninterrupted supply of these cleaning supplies and PPE's.



Cleaning Frequency: All cleaning and sanitizing has been increased in all public spaces.



Shared Service Items: Shared tools and equipment will be sanitized before and after each shift. This includes phones, computers, payment terminals, cameras, cleaning equipment and all direct contact items used at photography stations.



PHYSICAL DISTANCING (PD)

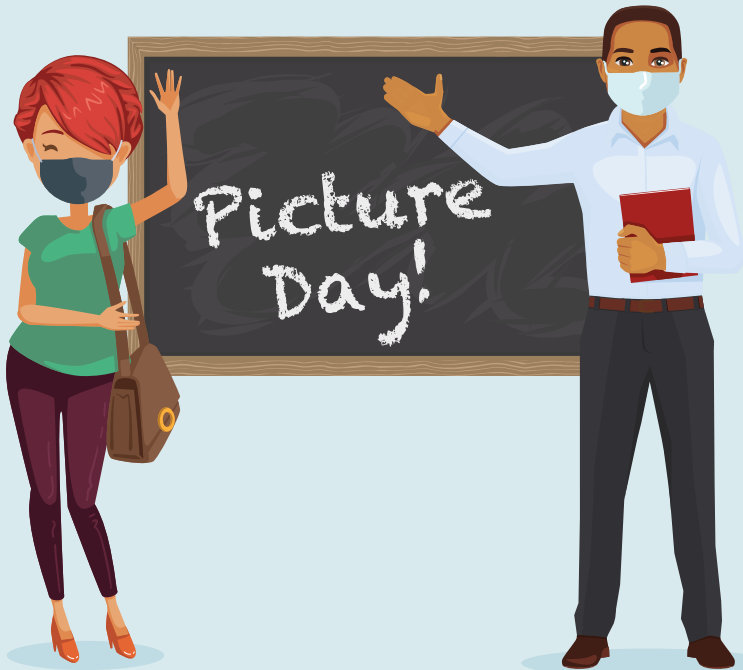
Our offices have been reconfigured to meet the PD workplace requirements. Keeping our employees safe keeps our customers safe.

Doing your part to ensure the well-being of everyone.



THE STUDENT

On picture day students will enter and exit through areas clearly marked. If a student declines to follow appropriate measures according to city and state ordinances they will not be photographed that day. They may come back on retake day if they are willing to comply with our guidelines. It may feel uncomfortable but we must work within the reality of our new climate.



THE FACULTY AND PARENT VOLUNTEERS

Faculty support helps ensure that our staff is able to make picture day safe and organized for the well-being of everyone.

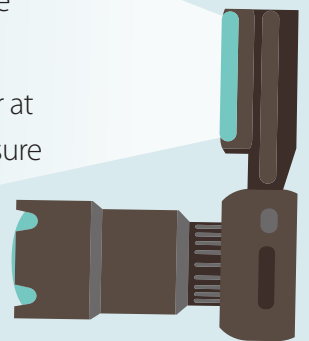
If parent volunteers are helping out on picture day, they also must follow all safety guidelines. Students' entrances and exits will be clearly marked.

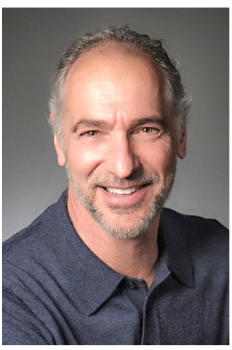
We are all in this together and together we are strong!

THE PHOTOGRAPHER

Photographers are the quarterbacks of picture day. They are well trained in all the health and safety guidelines mandated by each specific state. More picture days will be added to help manage safe distancing.

All photographers will provide distancing floor stickers and hand sanitizer at each station. Well organized picture days are even more important to ensure safety during this COVID-19 environment.





Wayne Barksdale

Director of Sales and
Marketing

*The Barksdale Group
is committed to doing
everything humanly
possible to ensure
the safety of our
employees, schools
and students.*

Our guiding philosophies

- We believe “Safety above all else”
- Quality, Service, Consistency, and Value (QSCV)
- We unconditionally guarantee our products and services
- We recruit the best and recognize their contributions
- Completing individual responsibility ensures ongoing team success

Best Practices To Help Stay Safe During Covid-19

Barksdale
A REASON TO SMILE

Pictures with Class
By *Barksdale*

Hockmeyer
With *Barksdale*