

# SpectraLight Photography & Design

## news among friends

“A Little Letter To Keep In Touch...”

Official  
Photographer  
For



**Get 10% OFF Senior Portrait  
Sessions done in October!  
Call now — (440) 235-3450**

See **Our Autumn Family Portrait Special  
by-the-waterfalls in Olmsted Falls** on page 2.  
Some of the proceeds will benefit The *American Red  
Cross Hurricane Katrina Disaster Relief Fund*.  
**We're booking fast with only a few dates left!**

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**October, 2005  
Olmsted Falls, Ohio**

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### Words of Wisdom

“You miss 100 percent of the shots you  
never take.”  
Wayne Gretzky

“Somebody should tell us, right at the start  
of our lives, that we are dying. Then we  
might live life to the limit every minute of  
the day. Do it! I say. Whatever you want to  
do, do it now! There are only so many  
tomorrows.”  
Michael Landon

“The greatest good we can do for others is  
not to share our riches but to reveal theirs.”  
B.J. Marshall

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Scene from Mackinac Island in Michigan taken during our 25th wedding anniversary get-away.

## 25 Years of Marriage AND Professional Photography!

Time does *fly* when you're having fun! Twenty-five years ago and fresh out of college, I began freelancing for the *Associated Press* in Pittsburgh and Cleveland. On September 20, 1980, I married **Doreen Janovsky**. I was only 21 and she was 22. The Lord has apparently taken care of us through the years because we've stayed together.

In 1980, I photographed some exciting people: **Jimmy Carter** and **Ronald Regan** at the *Presidential Debates* in Cleveland and **George Bush** (the elder), **Sen. Ted Kennedy**, **Henry Kissinger** and other national political figures. I was at the press conference when **Mayor George Voinovich** announced Cleveland had ended its financial default.

In sports, there was “**Mean**” **Joe Green** of Pittsburgh's infamous “*Steel Curtain*” and basketball stars like **Moses Malone** and **Nate Archibald**. (*continued on page 4*)

## Thank You! Thank You!

We're so thankful to have *so many* people choose us as their photographer because they talked to friends like you... *but they rarely say who referred them to us*. We're so disappointed when we don't know who to thank.

To show our appreciation for sending your friends and family to our studio, we'd like to reward you with your choice of a **\$25.00 gift certificate** to *Tony K's Restaurant* or a **check for \$15.00**. You'll also receive a **\$25.00 family portrait gift certificate**.

So we can thank you with these gifts, please write your name on the enclosed “referral gift certificates” and give them to your friends, family and coworkers. (It gives them up to **\$100.00 in free gifts** at their first visit.)

## Sleep...What A Dream!

Want to do something that makes you feel better with minimal effort but yields great benefits? No pills or homeopathic oils, just the simple act of sleep can change your daily life.

The effects of a bad night's rest are more drastic than one might realize. The National Sleep Foundation points out that 40% of adults suffer from such severe sleepiness that it interferes with every-day activities and greatly affects the quality and quantity of one's work.

The National Highway Traffic Safety Administration reports that 100,000 crashes and 1,500 fatalities in the US alone are results of sleep deprivation.

Further, the National Heart, Lung & Blood Institute shows that slowed responses, difficulties remembering and concentrating are related to sleep deprivation. Depressed moods, difficulties

Turn the page... →

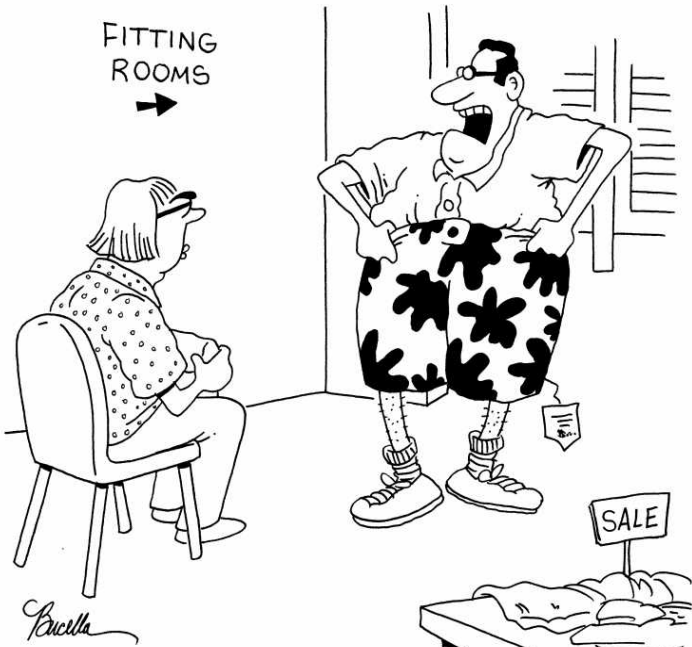
Who Do You Share Your
October Birthday With?

- 2. Kelly Ripa, "Live with Regis" host, Stratford, N.J., 1970.
- 4. Susan Sarandon, Oscar winner, New York, 1946.
- 5. Michael Andretti, race car driver, Bethlehem, Penn., 1962.
- 5. Kate Winslet, "Titanic" actress, England, 1975.
- 8. Matt Damon, actor, many movies, Cambridge, Mass., 1970.
- 10. Dale Earnhardt, Jr., race car driver, Concord, N.C., 1974.
- 11. Joan Cusack, movie, TV actress, Evanston, IL, 1962.
- 13. Jermaine O'Neal, basketball player, Columbia, S.C., 1978.
- 14. Ralph Lauren, clothing designer, the Bronx, N.Y., 1939.
- 15. Lee Iacocca, author, auto exec, Allentown, Penn., 1924.
- 17. "Evel" Knievel, motorcycle stunt man, Butte, Mont., 1938.
- 18. Jean-Claude Van Damme, "Kickboxer," Belgium, 1960.
- 19. Evander Holyfield, boxer, Atlanta, Ga., 1962.
- 21. Carrie Fisher, "Star Wars," Beverly Hills, Calif., 1956.
- 25. Bobby Knight, basketball coach, Orrville, Ohio, 1940.
- 28. Bill Gates, Microsoft executive, Seattle, Wash., 1955.
- 30. Henry Winkler, "Happy Days" actor, New York, 1945.

Brush Well For Your Heart

Brushing your teeth five minutes is good for your smile and your heart. The American Dental Association says gram-negative bacteria that destroys bone in periodontal disease can also damage the lining of arteries or promote clot formation, leading to a heart attack.

Brushing and flossing your teeth regularly, especially using new tools such as specialty picks, power brushes, flossers, and rinses, can help eradicate harmful plaque between teeth that can easily be missed by simple brushing.



"Are you sure 'One Size Fits All' is a designer label?"

handling emotions and stress, and problems in relationships are also consequences.

Sleep is divided into four stages. The first two stages are classified by muscle relaxation, irregular brain waves, and rapid bursts of electric activity.

The most important next two stages is the 'deep' sleep so greatly coveted. It is difficult to wake a person at these stages and, surprisingly, the brain waves act much like when the person is awake. Dreaming occurs at these later stages. Approximately 25% of our sleep time is in these stages of Rapid Eye Movement (REM) sleep.

During sleep your body circulates minerals, vitamins, hormones, and infectious-fighting substances. Determined genetically, adults should get seven and half to nine hours of rest per night.

Sleep is something we should take just as seriously as our jobs—after all, in the past 25 years, we have reduced our sleep time by 20% while simultaneously adding one full month to the work year!

Here are a few tips for better sleep from the National Institute on Aging:

- Keep a regular schedule—even on weekends.
- Establish a bedtime routine so your body knows it is time to sleep.
- Reduce alcohol, caffeine, and nicotine close to bedtime.
- Reserve your bed for sleeping only.
- Engage in daily exercise.

Our Autumn Family Portrait Special Will Benefit Hurricane Katrina Relief Efforts

Throughout October we will celebrate *Family Portrait Month*, a wonderful opportunity for you to update your family portrait (or portraits of your children), and at the same time help support the *American Red Cross* in their *Hurricane Katrina* disaster relief effort. \$25.00 of every qualifying order will go to the *American Red Cross*.



What's more, we want you to benefit from this special offer: You will **save \$20.00 off each and every 4x5 or larger portrait** ordered at your first proof presentation. The more you purchase, the more you'll save!

We hope you will join with us in helping the *American Red Cross* make their vital work possible along the Gulf coast. And

don't forget that the holiday season is right around the corner, so there's no better time for a family portrait. They are always appreciated as gifts by family and friends and are great to include with holiday greeting cards.

We look forward to creating truly beautiful portraits of your family. Call TODAY to schedule your session before we're completely booked up... **(440) 235-3450**





# Please Welcome Our Newest Clients & Friends

I'd like to personally introduce our newest clients and friends.  
Many thanks to everyone who thought of us with their referrals!

### College and High School Senior Portraits (listed by school)

*Olmsted Falls:* Tara Kinsley, Mike DePasquale and Tim Thompson

*N. Royalton:* Matt Hitch, *Strongsville:* Ken Mieskoski, *University of Miami:* Sara Hillman

### Family Portraits

Rich & Cindy Ellis - *North Ridgeville*, Ilona & Wayne Frank - *Fairview Park*

### Wedding Photography

Debbie Rivera & Sam Koch

### Executive Portraits

Marsha Pappalardo & Jack Young

### Photo Restoration

Eljorie Mason & John Patton

## What Others Are Saying...

Mark Madere has been a friend of our family for years. We have used his studio, SpectraLight Photography, for two different family portraits and my brothers' and my senior pictures. We have always been thrilled with the excellent service and quality we received. Recently, I used a different company who gave us a package deal for entertainment, photography and videography for my wedding. Although Mark Madere was a guest at the wedding, he brought his camera along. After being disappointed by the hired company, I was relieved and ecstatic to find that Mark had captured many of the pictures I wanted with superior quality. It's too bad the company I hired didn't do as nice a job. Enthusiastically I highly recommend Mark and SpectraLight for anyone needing a photographer! Don't learn the hard way like I did and hire someone cheaper. You just might "get what you paid for."

Sincerely,  
*Nicole (Littleton) Brewer*

**Editor's Note:** Nikki's wedding was unique because she and her husband are avid skydivers. They completed their ceremony with a jump with some of their friends.

## Did You Know?

*What is the minimum number of colors that is enough to color a map so that no two countries of the same color share a border (in more than single points)?*

At least four! Wolfgang Haken and Kenneth Appel proved this math theorem in 1976, which was first proposed by Francis Guthrie in 1852.

## Believe It Or Not!

- Applying crushed cockroaches to a stinging wound will help to relieve the pain.
- To make one tablespoon of corn oil, it takes twelve ears of corn.
- This year in America, we will buy more cat food than baby food.
- Ketchup ice cream was once made at Baskin Robins.
- Women were first allowed to vote in the state of Wyoming.
- Hostess Twinkies are sixty-eight percent air.
- It is actually possible for a human to out-run a Formula Race Car for about 30 feet from a complete stop!
- The only elephant in the Berlin Zoo was the victim of the first bomb dropped by Allies in WWII.
- A raisin will rise and fall continuously in a glass of fresh champagne.
- Campbell's watercress and duck gizzard soup is the most popular choice in Hong Kong.

## Save Money: Check Your Dryer

Clothes dryers are big energy consumers in a home and can increase your utility bill.

If yours seems to be running longer than it should to dry a load, check the duct. Dryers need a lot of air flowing through them for effective drying. If the duct is squashed or has a tight bend, it will have resistance to airflow, which increases drying time.

## Chicken Marsala

**2 Large boneless, skinless chicken breasts**  
**1/8 Tsp salt**  
**1/8 Tsp pepper**  
**1/4 Cup flour**  
**1 Cup mushrooms**  
**2 Tbsp green onions**  
**3 Tbsp olive oil**  
**1/4 Cup marsala or dry sherry**

Pound chicken breasts until they are 1/8 inches thick. Cut each in half. Mix the salt, pepper, and flour and press into chicken.

In a skillet, cook the mushrooms and green onions in 1 Tbsp of olive oil. Then remove it from the skillet and place the chicken there with the remaining 2 tbsp of olive oil. Cook 4 minutes. Add the mushrooms and onions plus marsala or dry sherry. Cook until slightly thickened. Serves four.



## 25 Years (continued from page 1)

I was attacked by a police dog while photographing the **Steeler's Super Bowl** victory celebration in 1980 which resulted in four stitches!

In 1981, I began a five year stint at *Fairview General Hospital* as the assistant medical/public relations photographer. I was in the delivery room for two different child births, photographed heart and brain surgeries, was called in at all hours of the night to document wife and child abuse cases. Photographing the autopsy of one of the first known AIDS deaths in Cleveland was a little scary.

I've taken photographs from helicopters, airplanes, shrimp boats and on an oversized earth hauler that could carry 130 tons per load! Being able to drive it on testing grounds in the deserts of Texas was a blast! The wheels on that truck were TWICE my height!

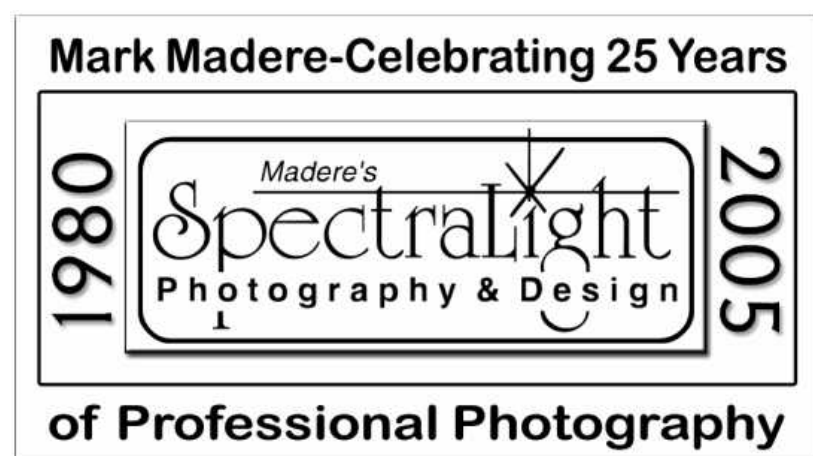
Over the past 19 years, I've run my own wedding and portrait photo studio. The most rewarding moments of my career include getting those reluctant high school boys to smile for a portrait when they vowed they never would. Or seeing the tears in a mother's eyes as she gazed at her daughter's portraits - realizing her "baby" had grown into a beautiful, young woman.

What I like to photograph most are families. A professionally rendered family portrait is more than just a picture - it's a unique moment in time that captures the essence of the human personality - a certain look which defines the relationship of each family member to the other.

I'm looking forward to many more years of serving your photo needs!

### Call Us Anytime!

Thinking of having your portrait taken...or just want to say "hello," we love hearing how you're doing.



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## Who Wants To Win A \$50 Family Portrait Gift Certificate Or 2 FREE Rounds of Mini Golf at Swings-N-Things?

The first three callers with the correct answer to the following question win a \$50.00 transferable family portrait gift certificate (you can use it yourself or give it to a friend) ... or two FREE rounds of mini golf at Swings-N-Things... your choice.

### In what year did Disney World open to the public?

A) 1969 B) 1970 C) 1971 D) 1972

The first **THREE** to call with the correct answer win! — (440) 235-3450

Congratulations to **Rebecca Klingbeil, Kim Pederson** and **Kathy Lucas** for being the first 3 to call in last month with the correct answer to...*What kind of tree is mentioned in the lyrics of the Disney song "Colors of the Wind" A) Fig, B) Sycamore, C) Redwood, D) Larch?* The answer is "B," Sycamore.

## Are This Issue's "Featured Portrait?"

Dear Mark,

We were so pleased the senior pictures of Jason you took seven years ago. We are even more pleased with the portraits you took of Leah! She was much more relaxed than she thought she'd be and we really liked the opportunity



for outfit and background changes. It was great to see the pictures on the monitor as they were taken so we could adjust her hair and clothes for the best possible portraits. We were so excited to

know she had so many beautiful pictures when we finished the shoot. Besides having so many great portraits, one of the nicest things about the session is that Leah had fun. **Jennifer Babal - Olmsted Falls**

As this issue's "Featured Portrait," the Babals will receive a \$25 gift certificate to *Tony K's Restaurant* in Berea.

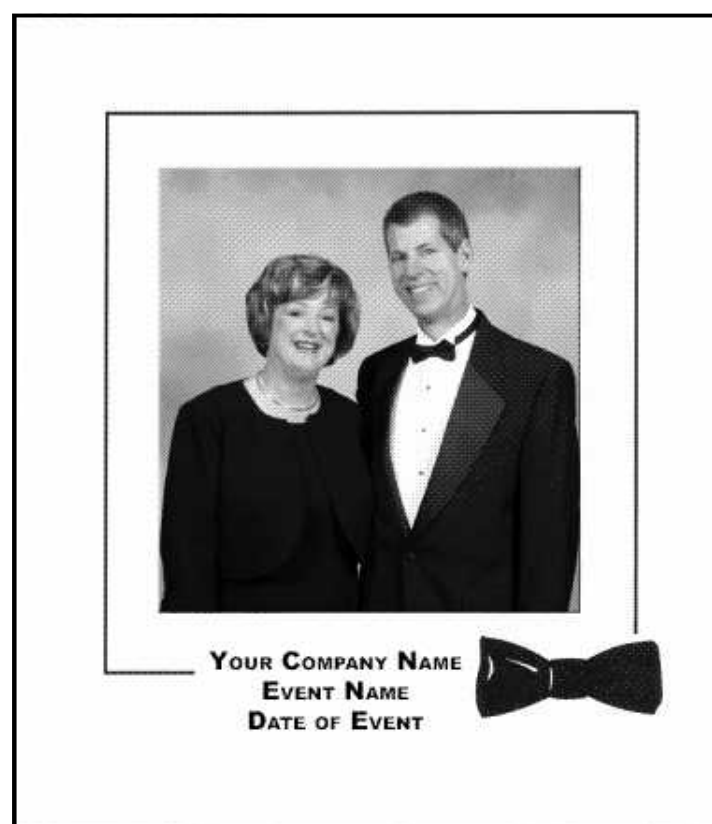
**Note:** To be considered for this feature, please send us a note or e-mail about what you liked about your portrait experience.



## Planning A Company Party? Here's A GREAT Gift Idea!

Company parties are intended to thank employees for a job well done and to

build morale. Whatever the occasion, professionally created portraits of each employee with their date is always a cherished keepsake. With your company name or logo and event name and date, your company will be fondly remembered for providing a highly treasured gift. Call for a quote or to schedule your party before our calendar is filled. **Lynn Durant** of *Nestle USA* wrote, "Thank you for a job well done at the Nestle Christmas party. Our employees were very excited about the idea of capturing our special evening with a portrait remembrance. I appreciate your courteousness given to our employees."



Pictured above: Rosie & Jim Reiner