

Did You Know McDonald's Is The Largest Toy Distributor In The World?

Friday, 12:56 PM

Dear Friend,

A little hard to believe... right? But it's true... see page four of the newsletter for seven other facts few people know. On page two, the **Conde Nast Traveller** magazine names the "best" cities in the world. Do you think Cleveland is one? Before I reveal too much...

Here's what we were up to since our last issue...



Our daughters, **Jacqui and Danielle**, are advancing well in their education. Jacqui is finishing her work towards her surgical tech degree and Danielle is taking classes at *Lorain County Community College* as part of the *Olmsted Falls High School* post secondary option program. If she completes both her junior and senior years in the program, she'll graduate from high school with an associate degree from college!

Doreen left her job as at *Bay Presbyterian Church*, where she served as the Assistant Director of Communications, to take the position of Executive

Assistant at *Christian Educators Association International*. She is quite passionate about CEAI's mission and has a special appeal for you on page two of my newsletter.

(continued on back)

Use These Cards For Your Referrals

It's Like Putting \$100.00 In Your Wallet!

We appreciate having so many people choose us as their photographer because they talked to friends like you...but they rarely say who referred them.

To thank you for your referrals, you'll receive your choice of a **\$25.00 gift certificate** to *Tony K's Restaurant* in Berea or a **check for \$15.00**. You'll also receive **\$25.00 in FREE portraits** from your next family portrait session.

To help us track your referrals so that we can send you these gifts, please write your name on the gift certificates (below) and give them to your friends, family and coworkers. **(They'll receive up to \$100.00 in FREE gifts at their first visit.)**

Again, thank you so much for your continued support. There is NO LIMIT to the number of referral rewards you can receive. If you need more gift certificates, please give us a call or download them from our web site: www.spectraight.com/referral

Referral Gift Certificate

This Referral Gift Certificate (up to \$100.00 Value) Entitles You To:

FREE Portrait Session Of Your Choice (up to \$75.00) & **\$25.00** In FREE Portraits

"Dear Mark,

I want to let you know how happy we are with our family portrait. We get so many compliments from those who have seen it in our home. The natural setting of your portrait park provided a unique, relaxed environment for our family. Your friendly personality made us all feel like we were getting a picture taken by a good friend. We have a precious keepsake that captures our family's personality that you just can't put a price on. We will cherish our family portrait forever."

Tanya Viccarone - Columbia Station, OH

This certificate is for new clients only for a family or high school senior portrait. It can not be combined with any other discount.

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In studio news, I'd like to give special thanks to everyone for their much valued referrals. We received senior portrait referrals from **Denise Patay**, **Jared Lichniak**, **Eric Schade** and **Jess Sopko**. **Joe Fudale** referred us to the *North Olmsted Fire Department* for portraits of their firemen. **Jenny Westfall** referred us for a wedding and **Dawn Bevilacqua** and **Bonnie Minich** referred us for in-home family portraits. To thank everyone for their referrals, they'll receive their choice of a \$25.00 gift certificate to *Tony K's Restaurant* or a check for \$15.00. They'll also receive a \$25.00 family portrait gift certificate.

Finally, I want you to know you can call me for any reason. Please let me know if you have a friend, family member, coworker or neighbor who likes your portrait or wants one like it.

I truly appreciate your friendship and referrals.

With warm regards,

Mark Madere

Doreen Madere

Mark and Doreen Madere
SpectraLight Photography

P.S. Would you like to 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*? (There is NO expiration on the free mini golf gift certificates.) Check out the trivia question on page four of the newsletter and call us with your answer. In our last issue, not a single person called with even a guess! Therefore, we're awarding prizes to the first six correct callers instead of just three!

P.P.S. If I photographed your wedding or portrait prior to 2002, your negatives are about to be recycled. See page three of the newsletter for an opportunity to purchase your negatives before they're gone.

**Flip this over to see how these
certificates can reward you!**



Markere's
SpectraLight
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Northeast Ohio
Studio visits are by appointment only.
Please call for directions.
(440) 235-3450
www.spectralight.com

The portraits you took for me were so great that I'd like to introduce my friend,
_____ to you. Please extend them your generous offer for a
FREE Portrait Session (up to \$75.00 value) and \$25.00 in FREE Portraits!
Sincerely, _____ (See other side for details.)



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