

# SpectraLight Photography & Design

## news among friends

Official  
Photographer  
For



"A Little Letter To Keep In Touch..."

**SAVE \$15.00 OFF a senior portrait session until Sept. 30, 2006!**  
Call now — (440) 235-3450

**SAVE \$20.00 on a family portrait session until Oct. 31, 2006!**  
Call now — (440) 235-3450

**SAVE \$50.00 on a wedding album when you book us by Sept. 30, 2006!**  
Call now — (440) 235-3450

**September, 2006  
Olmsted Falls, Ohio**

### Words of Wisdom

"Aim for success, not perfection. Remember that fear always lurks behind perfectionism. Confronting fears and allowing yourself the right to be human can, paradoxically, make you a far happier and more productive person."

*Dr. David Burns*

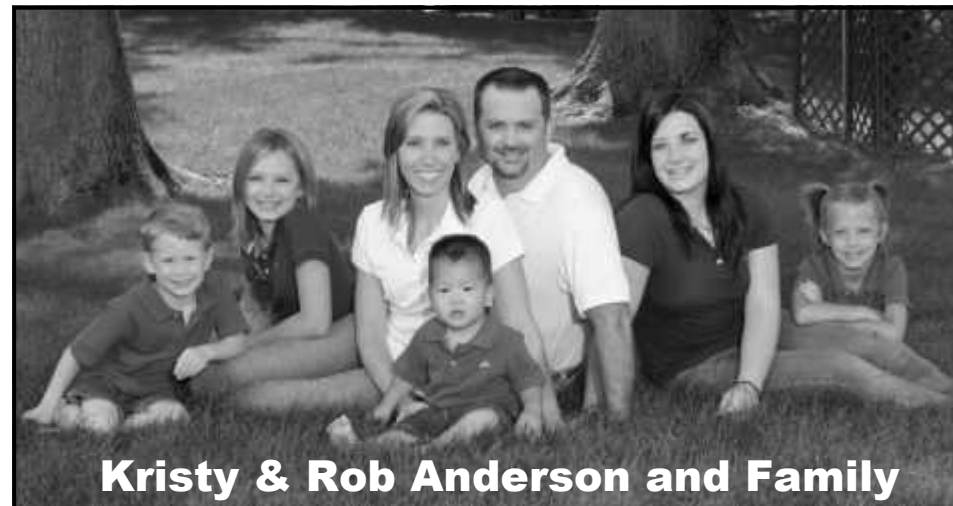
"Let me not pray to be sheltered from dangers, but to be fearless in facing them. Let me not beg for the stilling of my pain, but for the heart to conquer it."

*Rabindranath Tagore*

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## Autumn Family Portrait Special Will Again Benefit Children With Facial Deformities



**Kristy & Rob Anderson and Family**

This Fall, *SpectraLight Photography & Design* will again participate with an elite group of photographers from around the country in a very special family portrait promotion. Throughout September and 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 *Operation Smile*, which treats children around the world who suffer with cleft lips, cleft palates and other facial deformities.

Along with other members of *Professional Photographers of America (PPA)*, we have pledged to contribute \$20.00 of every September and October family portrait session to *PPA Charities*, which has chosen *Operation Smile* as its charitable partner.

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!

In 2005, our studio raised over \$2900.00 for various charitable causes and helped raise another \$10,500 as the founding sponsor of the *Dara Hosta Olmsted Spirit 5R Race/Walk*. That money went to several *Olmsted Falls High School* graduating seniors for college scholarships. (See "Operation Smile"—continued on page 2)

## A Season of Change

Our business, like many others, continues to feel the impact the terrorist acts of September 11th have had on our economy. Desperate times call for desperate measures. The expenses of running a small business continue to rise. In order to maintain the quality and service that you deserve while keeping our pricing competitive, we've decided to move our home/business to North Ridgeville in October to cut expenses. This was an extremely difficult decision for us to make. We raised our family here and we love this community and all it has to offer. We chose to stay close to Olmsted Falls so we can continue to stay connected to the community and to service all your portrait needs. Our new location will be just three miles west of Olmsted Falls High School. If you know anyone who might enjoy owning our lovely home on Sprague Road, please refer them to: [www.spectralight.com/home](http://www.spectralight.com/home).

Finally, if you haven't had your family photographed in awhile, we'd love the chance to create a new family portrait for you. Schedule one soon to take advantage of the beautiful fall colors that will soon be here. This would not only be a help to us but also to *Operation Smile* (see story, above) as well. Thank you.

## Thank You! Thank You!

We realize our best clients come from your referrals. To show our heart-felt thanks for them, you will receive the following gifts every time you refer someone to us: 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 your 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 discounts** at their first visit.)

## How To Prepare For A Natural Disaster

One day before Katrina hit, the National Weather Service issued a bulletin that many didn't believe: Human suffering, it read, would be incredible by modern standards. Today the images of people suffering without food, water or shelter are burned into the nation's mind.

But what can people do to prepare for a natural disaster?

Before an evacuation order follow these 8 steps:

1. Make an arrangement with a friend or relative in another city to stay for a period of at least a day before and two to three days after a hurricane.
2. Have a waterproof container of important papers ready, including insurance, identification and passports, credit card numbers and expiration dates, bank and savings account numbers, important phone numbers, and a spare cell phone battery. Pack medicines for a month ahead.
3. Have a travel bag for each member of the family that will hold clothing for three or four days.
4. Pack the car with fresh water and food.
5. Most important advice: Be prepared to rely on yourself. In a devastating disaster, no one may be able to help you until it is too late.
6. Take your pets with you. A dog must have a leash. A cat needs a carrier. Make sure each pet has a collar with identification. Don't leave pets at home in a cage. In the event of flooding, this spells a death sentence.
7. If you don't have a car: Evacuate immediately by bus or train. If you have no relatives to stay with, contact the Salvation Army or Red Cross for shelter information.
8. If there is a flood, do not drive into standing water. Do not drive into rushing water even if it appears to be only a few inches deep.

If there is an earthquake, leave the house. Have a wrench handy so you can turn off the gas connection. Make sure everyone in the household knows how to do it.

If there is a tornado, be prepared to shelter in a central room with no windows, and take your pets with you.

## Operation Smile (continued from page 1)

Photographing the faces of children and their families is our greatest pleasure. That's why we believe so strongly in the work of *Operation Smile*. Each year this incredible organization of over 10,000 volunteer surgeons, dentists, and specialized health-care professionals, perform surgeries on as many needy children as their funding permits. Because of the medical volunteers, it costs only \$240 to perform a life-changing



Photos by Marc Ascher

operation. More than 100,000 children are born with a facial deformity each year in *Operation Smile's* 23 mission countries. We also believe that *Family Portrait Month* is a wonderful way to teach children the value of reaching out to others. Even small children can

understand the importance of *Operation Smile's* work, and they are eager to help these needy children.

We hope you will join with us in helping to make this vital work possible. Don't forget that the holiday season is right around the corner, so there's no better time for a family portrait, which is always appreciated as gifts for family and friends and to send along with holiday greeting cards.

Call TODAY to schedule your session before we're booked up... **(440) 235-3450**

## Past Clients Save With NEW Discounts

We truly appreciate the loyalty of our past clients who continue to come back for additional portrait or wedding photography. To reward returning clients, we are giving the following discounts:

1. Any family portrait of 4x5 or larger saves \$20.00 off EACH and EVERY print ordered at your initial proof viewing.
2. All high school seniors will receive a FREE 30 minute portrait session (currently a \$29.00 savings).
3. For newly booked weddings, we will do up to \$300.00 of digital photo retouching to "open up" anyone with closed eyes in group portraits. These discounts are available immediately and will be in effect for as long as we are in business!

## "Mom on a Mission" Update

In January, I took up a challenge from one of *Christian Educators Association International's* (CEAI) field staff members to raise \$1,000 to help launch a new prayer movement called *Raise Your Hand*. Their goal is to have every school in the U.S. covered in prayer. I stepped out in faith and took the challenge, even though I had no idea how I would raise the funds. I decided to make a quilt and raffle it off. I sold \$1,670 in raffle tickets. I was able to donate \$1,000 to CEAI to help with the administrative costs of launching this new prayer movement.

We are currently trying to recruit a prayer administrator for each county and state as well as prayer coaches for each school. There is an administrative fee of \$200 that each prayer coach needs to raise to activate their school's prayer website. The coach will post specific prayer requests each week for their school. Once posted they are automatically sent via email to anyone who has registered to pray for that school.

I was able to raise an additional \$130 and add it to the \$670 remaining quilt money to "scholarship" a *Raise Your Hand* website for each of the four Olmsted Falls public schools. A prayer coach is currently in place for *Falls-Lenox Primary School* and *Olmsted Falls High School*. I am trying to recruit a prayer coach for the *Middle School* and *Fitch Intermediate*. The website became "live" on August 15<sup>th</sup> so we could get "prayed-up" before the school year begins.

There is no cost to register to pray for a school – just go to [www.raiseyourhand.us](http://www.raiseyourhand.us). If you are interested in becoming a prayer coach or if you have questions, email me at [doreen@ceai.org](mailto:doreen@ceai.org).

**Doreen Madere**

## Welcome To Our Newest & Returning Clients & Friends

Many thanks to everyone who thought of us with their referrals!

**College and High School Senior Portraits:** *Olmsted Falls:* Nicole Koch, Kristen Hasher, Don Liddy, Danielle Madere, Stephanie Seng, Kaitlin Patton, Becky McClain, Heather Lowrie, Jordan Dischinger, Caitlin Beck, Gina Guido, Lauren Schiely, Jake Kelly, Kelly Anderson, Stephanie Hodge, Marrin Phillips, Nicole Hanks, Chrissy Oravec, Chelsea Hollamon, Alli Gehalo, Natalie Perazzola, Leah Wynalek, Brittany Averweg, Jason Kobasic, Elisa Beltran, Mike Stallard, Elisa Beltran and Meghan Mental, *Berea:* April Denega and Kristen Fisher, *Midpark:* Caitlin Bergman, *Strongsville:* Amanda Gerding, Colleen Quinn and Jackie Bucci, *Amherst:* Keli Syrowski, *North Olmsted:* Jessica Linden and *John Marshall:* Catherine Reese.

**Family Portraits:** Dot & Rick Rogel - *Chagrin Falls* and Kristy & Rob Anderson - *Berea*

**Executive Portraits:** Jane Kuroiwa, Becky Guyor, Debbie Chandler and Robin Weidner

**Copy/Restoration:** Sally Wellington & Regina Oravec, **1st Communion:** Norman Miozzi

**Wedding Photography:** Nikki Kropiwnicki & Fred Haun, Sue Ockuly & Tom Watson, Yonaira Sepulveda & Mike Quirino, Megan Murar & Erik Damasin, Melissa Blum & Byron Bar Hoover, Kelly Nietupski & Mike Sclimenti, Stephanie Graves & Steve Cave, Beth Meyers & John Forsythe, Molly Schmidt & Joe Kasberg, Rachel Moro & Bob Timko, Tracy Maddock & Jim Vanden Branden

**Other Photography:** Julie & Glenn Apple - Anniversary Portrait, Louise & Chet Brian - Grandchildren Portrait, Baldwin-Wallace College - String & Band Camps, Ohio Permanente - Winter Gala, Dr. Len Davidson - Architectural Photos

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



Heather Lowrie

As our "Featured Portrait," Heather will receive a \$25.00 gift certificate to *Tony K's Restaurant* in Berea.

Dear Mark,

I want to thank you for the wonderful experience we had when you did my daughter's senior pictures. I was amazed at how you let her be herself and create some of her own poses. I also liked seeing each picture on a monitor as it was taken so we could make changes to the pose or fix hair or clothing for the best possible portrait. It made her photos much more beautiful. We felt really at home and comfortable, which having been in other studios, is not very common. Heather didn't even feel like she was "posing" for pictures. Mark, you were incredibly nice and patient which made her feel very comfortable. Also, our appointment to pick-up our proofs was very informative. We appreciated how you explained all of our options and showed us examples of each.

You are talented and very easy to work with. Some day, when it comes time for my daughter's wedding, you will be there. I will be back for my son's senior pictures as well.

**Maria Beni (Mother of Heather Lowrie) - Olmsted Falls**

### Get Your Negatives BEFORE They're Recycled

As noted on page one of this newsletter, we'll be moving our studio in October. We have begun downsizing everything to fit this smaller space. Our negative files have grown tremendously since 1986 but we get few requests for reprints from them. Soon, we'll be sending the negatives of all pre-2002 assignment to our lab for recycling. Once that happens, we'll no longer be able to make prints for you.

When we moved six years ago, we recycled all wedding negatives from 1989 and earlier. If we photographed your wedding or did any kind of portrait for you from 1990 to 2002 - you can now purchase those negatives.

Why purchase the negatives? Over the years, we have received reprint requests from "old" assignments because the original prints were lost or damaged. Fires and floods have been the main cause for this. Sometimes, a loved one passes away and other family members would like a print of the deceased to remember them by.

**The Offer:** Buy your wedding negatives for only \$89 and receive a \$50.00 gift certificate for a family portrait session. Buy your family or senior portrait negatives for only \$39 and get a \$25.00 gift certificate for a family portrait session. If you use the gift certificate between January and March of ANY year, we'll DOUBLE it's value! That way, the purchase of your old negatives cost you nothing!

Call soon... before your negatives are recycled... (440) 235-3450.

### Most Popular Names

The most popular last name in the United States is Smith. 1% of the population has it as a last name, followed in descending frequency by Johnson, Williams, and Jones.

In 2004, the most popular boy names were Jacob, Michael, Joshua, Matthew and Ethan. For girls they were Emily, Emma, Madison, Olivia, and Hannah.

### Planning A Holiday Dinner

(I know, it's only August but I won't be doing another newsletter soon with our big move to North Ridgeville in October!)

Two weeks before the event:

- ✓ Order turkey, rib roast, or special meat.
- ✓ Buy needed tablecloths and cookware.

One week ahead:

- ✓ Make a menu and a shopping list.
- ✓ Purchase all non-perishable items.
- ✓ Prepare foods that can be frozen.
- ✓ Arrange serving help.

Two days before the big dinner:

- ✓ Shop for fresh produce.
- ✓ Make casseroles you will serve.
- ✓ Make a cooking timetable for big day.

The day before the event:

- ✓ Pick up the special meat you ordered.
- ✓ Remove giblets from turkey, make stuffing.
- ✓ Make the cake or pies.
- ✓ Prepare ingredients for side dishes.
- ✓ Buy and arrange flowers.

The big day:

- ✓ Set the table or tables.
- ✓ Finish all cooking and reheating.
- ✓ Serve and enjoy.

### Pumpkin Roll

<b>3 Eggs</b>	<b>2 tsp. Cinnamon</b>
<b>2/3 c. Sugar</b>	<b>1/3 c. Brown Sugar</b>
<b>1 tsp. Ginger</b>	<b>1/2 tsp. Nutmeg</b>
<b>3/4 c. Flour</b>	<b>1/2 tsp. Salt</b>
<b>1 tsp. Baking Soda</b>	<b>2/3 c. Canned Pumpkin</b>
<b>1/2 c. Chopped Pecans (opt.)</b>	

In a bowl, sift together: flour, baking soda, spices, and salt. In a separate bowl, whisk together the pumpkin and eggs. Add dry ingredients to the pumpkin and egg mixture, mix well. Pour batter into a greased and waxed-paper lined 10"x15" jelly-roll pan.

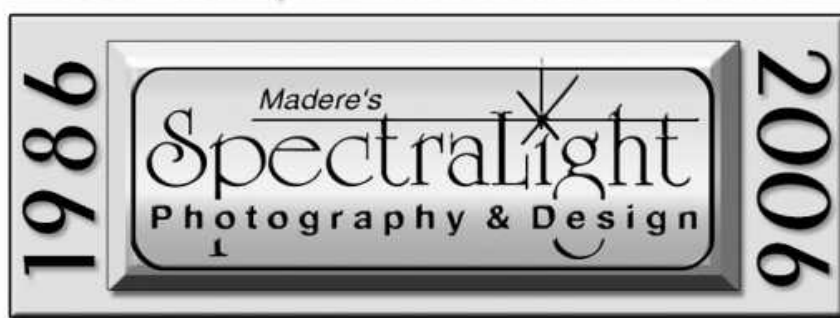
Bake in 375 degree oven for 15 minutes, or until toothpick poked in the center comes out clean. Cool for 15 minutes then remove from pan onto a clean tea towel and cool an additional 10 minutes. From the 10" side, begin rolling cake up in towel and set aside. Prepare filling...

1 pkg. (8oz.) Cream Cheese  
4 tbsp. Butter or Margarine Softened  
1 c. Powdered Sugar  
1 tsp. Vanilla Extract

Mix all above ingredients together until smooth. Unroll cake and place on plastic wrap. Evenly spread filling over cake. Roll cake back up beginning at 10"end. Place cake seam side down. Chill for 2 hours.

(Serves 8-10) Courtesy of Deb Crussel, Lafayette, IN

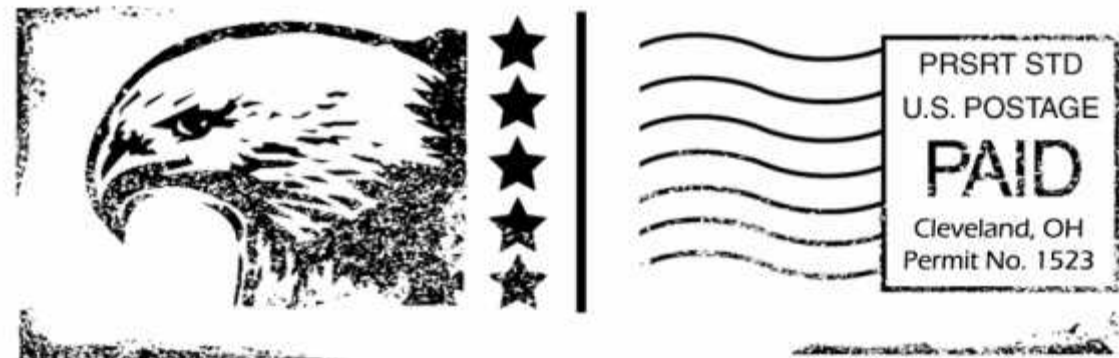
CELEBRATING 20 YEARS AS A FULL-SERVICE



PORTRAIT & WEDDING PHOTOGRAPHY STUDIO

27058 Sprague Road  
Olmsted Falls, OH 44138

**ADDRESS SERVICE REQUESTED**



**“Survivor” Amanda Gerding  
Wins \$100.00 Savings Bond**

Pictured at left: **Amanda Gerding**  
is a first round winner in our *Senior Survivor Contest*.  
Vote for your favorite at [www.spectralight.com/survivor](http://www.spectralight.com/survivor)

**LAST CHANCE to get your  
portrait or wedding negatives  
BEFORE they're RECYCLED.**

**See page 3 for details.**

**BIG CHANGES coming to SpectraLight.**

**See page 1 for details.**

### Where It Comes From

Have you ever wondered where all those popular phrases come from? Many are historically disputed, but here's one story revealing the mystique about...

“It's raining cats and dogs”

The term came from the 1500s when people had thatched roofs. To stay warm, cats and dogs would sit and lay on top of the thatching. But when it rained, the straw became slippery and the cats and dogs would slip and fall...it would 'rain' cats and dogs.

### Yes, These Are Real Laws!

A few forgotten laws still exist in the books of many states.

- In Ohio, it is unlawful for women to wear patent leather shoes in public.
- In Denver, it is against the law to lend your vacuum cleaner to your neighbor.
- It is unlawful in Hawaii to put pennies in your ear.

### Call Us Anytime!

Thinking of having your portrait taken... or just want to say “hello”? We love hearing how you're doing. Call us anytime!

**(440) 235-3450**

E-mail: [news@spectralight.com](mailto:news@spectralight.com)

Web Site: [www.spectralight.com](http://www.spectralight.com)

### 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 family portrait gift certificate or two FREE rounds of mini golf at *Swings-N-Things... your choice*.

**In 1941, which president signed the bill establishing the  
4th Thursday of November as Thanksgiving Day?**

- A) Franklin Roosevelt B) Herbert Hoover C) Harry Truman D) Calvin Coolidge

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

Congratulations to *Jane Havran, Pam Carty, Carrie Gluvna, Sherri Shinsky, Justin Alcorn* and *Dale Stein* for being the first callers with the correct answer to...

What is the fastest animal in the world, reaching speeds of 168 mph?

- A) Cheetah B) Pronghorn Antelope C) Peregrine Falcon D) Quarter Horse

The correct answer is: C) Peregrine Falcon

### Big \$AVING\$ On Clearance Albums, Frames & Mats

Because of our move in October, we are clearing out inventory and display frames, mats and albums. We're letting everything go for just pennies on the dollar. If you have been waiting to frame a photo, now's the time to act. Frames are available from 8x10 to 30x40. We have albums to hold 4x5 and 5x5 prints (You can always trim your 4x6 prints to fit these albums—most people leave way too much space on the edges of their snapshots anyway!) We also have some “parent albums” for wedding photos. They have titles such as “Our Son's Wedding” and “Our Daughter's Wedding.”

Call us soon to schedule a time to view our remaining inventory: **(440) 235-3450**