



VOLUME I NO. 3

THE FOTOTECHNIKA FOLIO



MARCH 2009

Did You Know...?

- We have a customer from across the pond 1
- The Riverside Arts Market opens soon 2
- We still learn new things in the darkroom . . . 2
- Someone grew up at FotoTechnika 3
- You can save money on your spring cleaning . 3
- We sell film & single-use film cameras 4
- We sell B&W darkroom papers, chemicals and other supplies 4

See our ad and business profile in the March issue of Arbus Magazine:

♦ FOTOTECHNIKA PRESENTS ♦
World Renowned British "Spirit of Imagination" Artist
Josephine Wall
Artist Reception, Book and Card Signing
Thursday, April 2, 2009 • 4:00 to 10:00 p.m.
Friday Muscade Annex, 1' Engle Hall • 631 Oak Street, Jacksonville

Meet and greet the artist
View original paintings and giclee reproductions
Free card signing, food and beverages
Wall art and products available for purchase

Other local appearances:

SATURDAY APRIL 4 • 10 A.M. - 5 P.M. FAIRFAX GALLERY 1740 SAWGRASS VILLAGE DRIVE PONTE VEDRA BEACH 904-285-1121	SUNDAY APRIL 5 • NOON - 5 P.M. FRAMING ESTABLISHMENT FAIRFAX GALLERY 4216 HERSCHEL STREET JACKSONVILLE 904-384-7724
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Other Florida appearances from March 27 - April 7
WWW.JOSEPHINE-WALL-IMAGINATION-ART.COM

Contact Dr. Pat Sager, Director of Josephine Wall International Marketing Group & Event Coordinator • CEO of Sunbeams Initiatives, Inc.
404-462-1636 • jwallart14u@comcast.net



624 LOMAX STREET
JACKSONVILLE, FLORIDA
WWW.FOTOTECHNIKA.COM

FULL SERVICE PHOTOFINISHERS
AND FINE ART PRINTERS
904-356-2503

CUSTOMER PROFILE: DR. PAT SAGER

Managing Director & Event Coordinator of Josephine Wall International Marketing Group

Dr. Pat Sager never purchased or even desired a fine art original painting until, on her honeymoon cruise, she was captivated by "Iris Keeper of the Rainbow," a painting by internationally renowned artist Josephine Wall. For the first time in her life, a painting spoke to her heart, mind, and soul. "I am having that painting," Pat told her new husband, John, and since that moment three years ago, her life has changed.



Josephine Wall and Pat Sager with The Red Hat

At the time, Pat was Regional Director of Webster University but had been considering making a career change – and would this ever be a change! Moving from Marketing and Human Behavior as an Organizational Psychologist to Managing Director and Event Coordinator of Josephine Wall International Group was quite a leap, especially considering Pat knew nothing about fine art – except that she was in love with Jo's art and she wanted to share it with as many people as possible. Her career shift at age 58 would prove to be traumatic, dramatic and inspiring. It could have been frightening as well, had there not been a wonderful "fairy being" named Jo Wall, who emerged on gossamer wings from one of her canvases and whispered in Pat's ear, "You can do this ... this is what Second Careers are all about!"

Pat wasn't totally adrift in her new field; from her previous career, she brought knowledge of the principles of marketing, which applies to all products and services. She knew she had to create desire from a clearly defined marketing plan with short and long term objectives.

After a successful 29-year career in both national and international locations marketing higher education graduate school MBA programs, Pat was thrilled to apply her creative marketing techniques for Jo. After Jo gifted Pat with "The Red Hat" painting, Pat became director of Jo's International Marketing Group, introducing Jo's art to a global audience via the internet. Additionally, Pat wanted to make prints of the "The Red Hat" available to the Red Hat Sisterhood, so she sought a company to make fine art reproductions that would be the most faithful to the original.

That was when Pat discovered the services of FotoTechnika's fine art giclee department, run by printmaker Brian Wanta. A perfectionist by trade, Brian aims to make every giclee look as much like the original as possible, so much so that sometimes it's hard to tell the two apart. One benefit of giclee printing, though, is that the reproductions can be adjusted to artist specifications to make them more vibrant or subdued than the originals, if desired.

FotoTechnika has assisted Pat's education about the business of fine art reproduction as she has followed her strategic marketing plan to bring Jo's art to an ever-widening audience. Jo was already known internationally from art shows, sales of her paintings on luxury cruise liners, and in high-end galleries. The world wide web simply carried her to that next level, allowing her fans to connect on a daily basis and share their appreciation for the beauty, peace, and spiritualism her work gives them.

Jo is inspired to create her "Spirit of Imagination Art" in the attic studio of her Wisteria Cottage in Poole, England. Her paintings have a healing quality for mind, body and spirit due to their varied themes, focusing on feminine mystique, preserving the environment, and the beautiful creatures of nature. Her goddesses, nature spirits, wizards, dragons, fairies, and fairytale stories depict ideals that can build a better world through hope and faith. Jo's art promotes healing during illnesses and in times of stress. In addition to global e-commerce, Pat's marketing plan is for journalist Susan D. Brandenburg to write the biography of Josephine Wall, entitled "Palette of Dreams," slated for publication in Fall 2009.

Pat's work with FotoTechnika has allowed her a seamless transition to her new career. Her desire for her new destiny is for everyone to have access to Josephine Wall's inspiring imagination art. So visit www.josephine-wall-imagination-art.com to experience Jo's spirit of imagination for yourself.

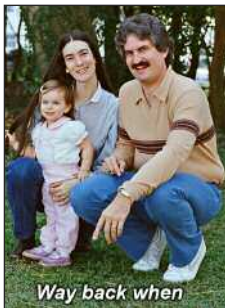
Susan Brandenburg & Sarah Cotchalevitch



FOTO TECHNIKA
FINE ART IMAGING
WWW.FOTOTECHNIKA.COM

Growing Up at the "Old House"

I have been employed by FotoTechnika since June 2000, so chances are, if you've been in since then, you've met me. What you may not know is that I've been around the business a lot longer than that -- my whole life, in fact. If I told you that, until just under five years ago, my name was Sarah Howard, you might think to yourself. . . Howard. . . Howard. . . aren't there other Howards at FotoTechnika? Yep, sure are. John and Sandra, my parents. They started the business in 1981, before I was even born (yes, I am that young), and they opened the doors full time in March of 1987, the month before I turned four. We



actually lived in this old house the first two years of my life, so I have seen it all, from (almost) the beginning.

You might think I would have developer for blood, but it's actually quite the opposite. I swore off the whole business early on -- I think it all goes back to one fateful phone call (details about that in a minute. . .)

"FotoTechnika is the last place I'll ever work!" Well, maybe it will be. After all, my grandfather said Jacksonville would be the last place he'd ever live, and he spent the last 40 years of his life here.

I was about ten when that phone call happened. Sometimes it was hectic and I would answer the phone with something really generic like, "FotoTechnika, can you hold please?" Except, one time, I summoned the courage to actually assist someone on the phone. The woman on the other end had a distinct foreign accent and asked if her order was complete. Rather than ask who she was, I placed her on hold and told my mother a woman with an accent wanted to know if her job was ready. I think my mother then gave the name of who she thought it was, to which I gave a noncommittal kind of, "Sure, that must be her." How many female foreign accent customers could have jobs in at one time, anyway? Well, it turned out the one I was talking to was not the one my mother thought she was, so I told the woman that her job was ready, when in fact it was not. She showed up -- disappointed I am sure, but very understanding. It was at least six years before I would agree to answer the phone at all.

But when I wanted to earn some extra money between my senior year in high school and freshman year in college, my parents offered to let me do odd jobs around the shop. As long as it didn't involve customer service, I was happy to do almost anything they asked. Well. . . a few months later, I started working at the front counter and have done so ever since. And one of the first things I figured out, of course, was to

ask who was on the other end of the phone before assuring him or her that an order was complete.

Let me say up front, I am no photographer. UNF is my alma mater, but the closest I ever came to taking a photography class was a motion picture/literature elective my senior year.

Thus saying, what qualifies me for my job? I grew up, standing behind my parents in the darkroom, "watching" them work as the enlarger exposed the paper, and switching the lights on and off on cue. (One time, I did it off cue and messed up a batch of prints. Please forgive me, I was only about six.) I learned how to mount slides when I was nine or ten and was the primary slide mounter at FotoTechnika until late 2007, when I went on maternity leave. I had a brief and smelly encounter with mixing chemicals and I hand-printed my high school senior photos in the darkroom back before we transitioned to digital silver halide printing. I've grown up hearing lab jargon, until it seeped into my subconscious.

The "Old House" is where I came every day after school. There was a small TV set up for me and my mother saved blank, out-dated invoices, so I could play "office." My dad's tools and toolbox were an imaginary castle and its royal inhabitants. The underside of the original front counter was covered with my graffiti, and all of my friend's phone numbers were pinned on a wall that has since been removed. There were even pencil marks on one doorjamb, showing my height progression. When I had friends over to spend the night, we ended up here more often than my actual house. If I became restless, I ran laps around the building or did my lame version of acrobatics on the back porch railing. (I'm sure the neighbors thought I was crazy.) And poor Brian shared his workspace with me when I started the ninth grade; it was then that the "Old House" became my school because I homeschooled my last four years of high school. My parents even hired my boyfriend for odd jobs one summer, which evolved into a two year stint in the darkroom, before we were married.



Yes, there were chemicals, sharp objects and plenty of things for me to get into, but my parents and their co-workers kept a watchful eye and instructed me regularly in the ways of the lab. Somehow I made it unscathed, and I still like to hang around the place. In fact, history is repeating itself because I bring my 16 month old to work with me four days a week. I wouldn't have it any other way. He gets to grow up in the same "Old House" I did, and after twenty-plus years, it's really more like home.



◆ Sarah Cotchaleovitch

SPRING CLEANING SPECIALS
FILM PROCESSING • SCANS FROM PRINTS, NEGATIVES & SLIDES
MARCH 21ST THROUGH JUNE 21ST • CALL FOR DETAILS

Got Questions???
 FotoTechnika has brochures to answer frequently asked questions about many of our services. Please drop by the shop and pick up one or all, because in today's society, the single most expensive commodity is **ignorance!**

Have you read the handwriting on the wall?

See inside... →

Films?!

Yes!

Get 'em the Way...

 ...for today's high quality fine art reproductions!

got slides?
Let us turn these.

into this:

So you've got LOTS of digital images...

Whatcha gonna do with them?

FotoTechnika Foto Supplies!

	Film	35mm	120	220	4x5
Color Transparency	Fujichrome Velvia 50	\$11.05	\$6.50	---	\$35.50 (10)
	Fujichrome T64	\$10.70	\$5.75	---	\$25.10 (10)
	Fujichrome Velvia 100	\$10.05	---	---	---
	Fujichrome Provia 100	\$7.45	\$5.15	---	\$28.60 (10)
	Fujichrome Astia 100	\$9.00	---	---	---
	Fujichrome Sensia 100	\$7.00	---	---	---
	Fujichrome Provia 400X	\$11.25	\$7.45	---	---
	Fujichrome Sensia 400	\$8.00	---	---	---
	Fujifilm Superia 100	\$4.00	\$4.50	---	---
	Fujifilm Reala 100	\$5.10	\$4.50	---	---
Color Negative	Fujifilm Pro 160S	\$7.05	\$22.90 (5)	\$45.80 (5)	---
	Fujifilm Superia 200	\$4.00	---	---	---
	Fujifilm Pro 400H	\$7.40	\$23.30 (5)	\$46.75 (5)	---
	Fujifilm Superia 400	\$4.00	---	---	---
	Fujifilm Superia 1600	\$6.15 (24x)	---	---	---
	Ilford Pan F (ASA 50)	\$6.40	---	---	---
	Efke 25	\$5.45	\$5.70	---	---
	Efke 50	\$5.45	\$5.70	---	---
	Efke 100	\$5.00	\$5.45	\$5.55 (127)	---
	FomaPan 100	\$4.00	\$3.55	---	\$42.10 (50)
Black & White Films	Fujifilm Neopan 100 Acros	\$5.60	\$3.95	---	\$70.50 (QL)
	Ilford Delta 100	\$6.25	\$4.60	---	\$31.00 (25)
	Kentmere 100	\$3.35	---	---	---
	Rollei Retro 100	---	\$4.85	---	---
	Ilford FP 4 (ASA 125)	\$6.05	\$4.50	---	\$28.50 (25)
	Kodak Plus-X 125	\$6.50	---	---	---
	Ilford SFX (ASA 200)	\$8.50	\$7.75	---	---
	FomaPan 400	\$4.10	\$3.70	---	---
	Ilford XP-2 (ASA 400 C41)	\$6.35	---	---	---
	Ilford Delta 400	\$6.25	\$4.60	---	---
	Ilford HP 5 Plus (ASA 400)	\$4.75	\$4.20	---	\$28.50 (25)
	Kentmere 400	\$3.35	---	---	---
	Kodak Tri-X 400	\$4.75	---	---	---
	Rollei Retro 400	---	\$4.70	---	---
	Ilford Delta 3200	\$7.35	\$5.50	---	---

Single Use Cameras

Fujifilm Waterproof	800 iso 27exp	\$ 11.25 each
Fujifilm Garfield	800 iso w/ flash 27exp	\$ 7.50 each
Fujifilm Peanuts	800 iso w/ flash 27exp	\$ 7.50 each
Fujifilm Wedding (4)	800 iso w/ flash 15exp ea.	\$ 25.00 per 4 pk

Slightly-more-than-a-single-use Camera

Holga 120 N Camera	\$ 35.65
Holga 120 FN Camera with Flash	\$ 50.50

Epson Replacement Inkjet Cartridges

Epson R1800 Photo Black	\$ 13.25
Epson R1800 Cyan	\$ 13.25
Epson R1800 Magenta	\$ 13.50
Epson R1800 Yellow	\$ 13.50
Epson R1800 Red	\$ 13.50
Epson R1800 Matte Black	\$ 13.50
Epson R1800 Blue	\$ 13.50
Epson R1800 7 Replacement Ink Cartridge Kit	\$ 90.00

Sprint Chemicals

	1 Litre	4 Litre
Standard Film Developer	\$ 17.70	\$ 51.40
Quick Silver Print Developer	\$ 11.80	\$ 33.65
Block Stop Bath	\$ 5.61	
Record Speed Fixer	\$ 10.56	\$ 30.38
Archive Fixer Remover	\$ 7.67	
End Run Wetting Agent	\$ 13.57	

Print File Pages

	25/pk	100/pk
2x2-20B (for 20 slides)	\$ 10.00	\$ 35.00
35-7B (5 across 7 down)	\$ 7.50	\$ 25.00
35-7BXW (6 across 7 down)	\$ 10.00	\$ 30.00
120-4B (6x6/12frs, 6x7/8frs)	\$ 7.50	\$ 25.00
120-4UB (6x7/12frs)		\$ 30.00
4x5 singles		\$ 10.00
45-4b (4x5 4 up)	\$ 8.00	

Epson Inkjet Papers

8½x11 Premium Glossy Photo (25 sheets)	\$ 16.00
8½x11 Premium Luster Photo (50 sheets)	\$ 32.00
13x19 Premium Glossy Photo (20 sheets)	\$ 48.00
13x19 Premium Luster Photo (50 sheets)	\$ 105.00

8x10 B&W RC Paper

FomaSpeed Variant 311(Glossy) 25 sheets	\$ 17.15
FomaSpeed Variant 312 (Matte) 25 sheets	\$ 17.15
FomaSpeed Variant 311(Glossy) 100 sheets	\$ 60.00
FomaSpeed Variant 312 (Matte) 100 sheet	\$ 60.00
Ilford Multigrade IV(Glossy or Pearl) 25 sheets	\$ 25.75
Ilford Multigrade IV (Glossy or Pearl) 100 sheets	\$ 65.95
Kentmere VC Select (Fine Lustre) 100 sheets	\$ 50.00
Oriental Seagull VC (Glossy or Pearl) 25 sheets	\$ 20.75

11x14 B&W Fiberbase Paper

FomaBrom Variant 111 (Glossy) 25 sheets	\$ 44.25
FomaBrom Variant 112 (Matte) 25 sheets	\$ 44.25
Ilford Multigrade IV FB (Glossy or Matte) 50 sheets	\$ 85.00
Ilford Multigrade IV FB Warmtone (Semi) 10 sheets	\$ 27.00
Kentmere Fineprint VC Warmtone (Semi) 10 sheets	\$ 20.00
Kentmere Fineprint VC (Glossy) 50 sheets	\$ 67.50
Oriental Seagull VC Fiber Base (Glossy) 25 sheets	\$ 39.00

Miscellaneous

Gray Card	\$ 5.49
Microfiber Cleaning Cloth	\$ 1.95
Medium Blower Brush	\$ 3.50
Digital & Photo Brush w/cap	\$ 5.50
Digital Camera Cleaning Kit	\$ 11.50
20" Cable Release	\$ 7.75
Ilford Antistaticum Orange Cloth	\$ 10.65
Ilford 6x6 Multigrade Enlarging Filters (00-5)	\$ 45.00
Hama 8x Lupe	\$ 9.50
5x7 Mailer with cardboard insert	\$ 1.00
8x10 Mailer with cardboard insert	\$ 1.50
11x14 Mailer with cardboard insert	\$ 2.00
Canned Air (10 oz)	\$ 8.99
Fujifilm 4GB SD HC Camera Cards	\$ 22.95
Arista II OHP Transparency Film 8½x11 (20 sheets)	\$ 24.30
16x20 White Pre-cut Archival Mats (11x14 prints)	\$ 10.50
20x24 White Pre-cut Archival Mats (16x20 prints)	\$ 20.75
Seamless Paper Backgrounds (on core):	
107" x 12 yds (36 feet) Super White or Black	\$ 85.50
107" x 50 yds (150 feet) Super White or Black	\$ 250.00

Prices and availability of film and photo supplies may vary.