



SEE OUR CONSUMER-FRIENDLY WEBSITE :

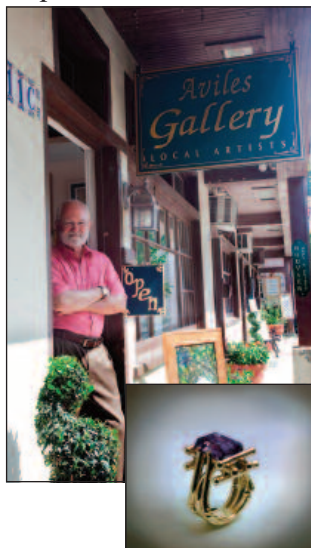


WWW.MYFOTOTECHNIKA.COM

Take a moment to visit us at www.fototechnika.com for in-depth information about our services. For on-line fulfillment solutions visit www.myfototechnika.com. Keep an eye out for photo gifts available on-line soon!

See What's New in the Old City

The FotoTechnika staff has spent many a first Friday of the month strolling down the picturesque streets of St. Augustine, getting acquainted with the works of many of the First Coast's talented artists

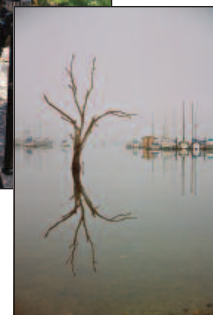


at the First Friday Art Walk. The upcoming First Friday, October 1st, is one you won't want to miss. FotoTechnika customer and professional photographer Hookey Hamilton has become a member of the Aviles Gallery, where she will join, among others, her husband and goldsmith, Joel Bagnal (whose wedding ring designs can be seen on the hands of several FotoTechnikans).

Hookey is a seasoned scenic shooter (try saying that fast three time), photographing first in color 35mm format and now digitally. Her images vary from St. Augustine landscapes to nature photography (but she

also shoots weddings and portraiture). One of our favorites we call "the floating tree" is on display in FotoTechnika's front office. Hookey's photographic art is displayed in several venues throughout St. Augustine, as well as her photo greeting cards, which are sold in retail outlets in several different states.

Come visit Aviles Gallery on October 1st, and when you're done seeing Hookey's art and Joel's jewelry, you can enjoy the recent redevelopment of Aviles Street, as well as the Breast Cancer Art Walk, featuring 14 breast cancer survivors and their work.



Sarah Cotchaleovitch

Please Be FotoTechnika Fans



In late May we took another step into the world of social networking on the internet. In addition to our email blasts and website features like FotoTechnika Folio, John's Journal and Sandra's Soapbox (in progress), we now have a FotoTechnika page on Facebook. We encourage everyone to become our fan by visiting our page and clicking the "like" icon. We appreciate your interaction and ideas! From time to time we will offer specials that will only be available to FotoTechnika Facebook fans.



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Keepsake Greetings

Did you realize that most of the greeting cards available at your local card store, grocery store, corner drugstore or department store cost more than \$2.50 each? And they're not printed on any kind of special material. FotoTechnika's blank-on-the-inside note cards are printed on archival material, treated to accept Epson inks. You could pop one of our cards into a frame and display it as a piece of art -- for less than the cost of a musical birthday card.



Come in to see some of our designs. If you want to tweak one to match a particular occasion, we can do that, or if you have a favorite image that you want to turn into your own personal note card, we can do that, too. Your custom card can be printed on demand, one at a time, or you could have us print multiple copies so you can have plenty on hand for your future use or to give as personalized gifts. Handwritten notes don't go out of style, and in this age of digital everything, handwritten notes (not abbreviations,



OMG) are personal and communicate so much more. Reconnect with someone you care about (and impress them, too!) with a unique keepsake greeting from your friends at FotoTechnika.

◆ Sarah Cotchalevitch

VIDEOTAPE TO DVD



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DVDs are recorded in the DVD-R format. While the majority of DVD players and computers will play DVD-R, some older units may not. Please check for compatibility.

HALLOWEEN & FALL cards

Send spooky greetings this Halloween with a photo of the kids or a pet! Friends and family will enjoy seeing your kids in costume.

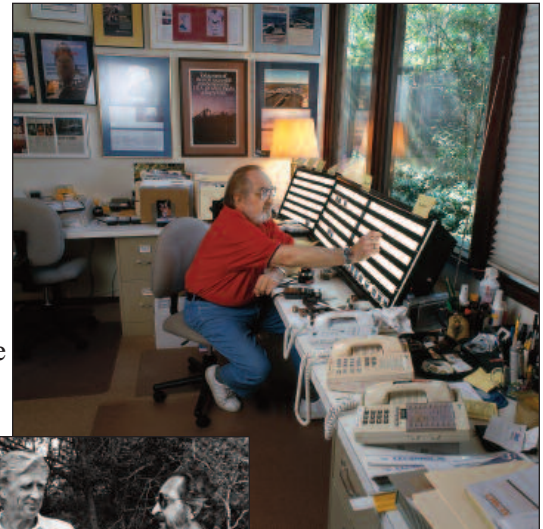
Choose from a variety of styles and designs. Envelopes are included. Your cards are ready in just days!



Customer Profile: A Tribute to Larry Smith

On the morning of August 30, 2010 we received the shocking news that one of our long-time customers, Larry Smith, had passed away. We have several loyal customers whom we consider to be personal friends. Over the years Larry (and his wife Linda) have moved to the top of the list. For years we processed Larry's slide film. His attention to detail and ability to see minute differences in exposure made him our quality control barometer. We knew if our processing and procedures could pass muster with Larry, it was good enough for anybody.

Needless to say, Larry demanded the best quality. He called himself an "old curmudgeon" but he appreciated straight talk and an intelligent argument. He loved flying second seat in a fighter snapping pictures, especially if he was awarded a high "G" certificate for his efforts, yet he used to kid about getting the "old codger" seats on airlines when he flew to Colorado to see his daughter. He didn't hesitate to drive the guys at JIA crazy by standing in the middle of a runway, taking pictures of the belly of a jet as it took off; or make a helicopter pilot nervous by hanging out the open door as far as his tether would stretch in order to get just the right aerial shot. The truth is he loved to photograph just about anything that locomoted. In his younger years that meant wild animals and wild men (among them, Castro's Cuban guerilla fighters). Later, after winning three Emmy awards he changed his focus to things that wouldn't turn the tables and chase him, like trucks, trains, ships and aircraft.



Above: Larry editing slides at his desk.



Left: Larry with Lloyd Bridges at a shoot in Silver Springs.

Larry had many interesting stories to tell about his experiences when he was director of photography for Mutual of Omaha's Wild Kingdom. One of his most memorable tales was of a shoot with my father-in-law's long-time friend and famed reptile expert, Ross Allen (who was instrumental in developing anti-venoms for poisonous snakes of North and South America). Larry's assignment was to shoot Ross hunting the fer de lance, a tropical viper native to Belize in Central America (formerly British Honduras). After capture, Ross would milk them for their venom before they were sent to the San Diego Zoo. Larry told us that he and Ross would approach rock ledges in mountain streams by flat-bottomed boats. Often the ledges were high enough that they couldn't see over the edge when they stood in the boat. At one outcrop Ross said "I bet there are some of 'em sunning on that ledge" and without further ado he swung his snake hook over the ledge and raked two fer de lances into the cold mountain stream. Ross immediately dove into the water and after a few seconds surfaced holding a snake in each hand, held behind its head. My immediate response to Larry was, "What did you do?" He answered, "Why, I continued filming the fool! Got some great footage."

With years of reckless abandon, getting the perfect shot, came injuries that caused chronic pain that he would complain about now and then, yet he persevered. At Larry's graveside service, the pastor quoted Renoir: "the beauty remains; the pain ceases." Larry certainly was able to capture beauty in his photography and I have no doubt that it will remain. Larry certainly lived life to the fullest. He loved photography, but more than anything else he loved his wife Linda (whom he often told us was the love of his life) and of course, his cats. Larry -- we'll miss you.

John Howard

Jumping the Gun

In our last FotoTechnika Folio (Summer 2010), I proudly announced that we had completed our 2010 price list. The truth is I had completed my part of the price computations and had a revised price list ready to publish -- that was until Sarah got out her editor's pen. She came up with a simplified version that would cut the number of pages in half -- I immediately started to work. When I was about half way through with the newly revised rendition, we realized that what we really need are comprehensive brochures. Those listed below have served their purpose and will soon be replaced with a series of brochures to include pricing and will soon be available on our websites.

John Howard

<p>Have you read the handwriting on the wall?</p> <p>See inside... →</p>	<p>Film!</p> <p>Yes!</p>	<p>Gleee's the Way...</p> <p>...for today's high quality fine art reproduction!</p>	<p>got slides?</p> <p>Let us turn these:</p> <p>into this:</p>	<p>So you've got LOTS of digital images...</p> <p>Whatcha gonna do with them?</p>
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The Riverside Arts Market, located on Riverside Ave. stretching to the banks of the St. Johns River under the the Fuller Warren bridge (I-95), is a wonderful and fun way to support the arts in Northeast Florida. RAM is open every Saturday, 10 a.m. to 4 p.m., March through December. For more info visit: www.riversideartsmarket.com

Employee Profile: Sandra Howard

Years before it was even possible for people to own a personal computer (much less PhotoShop), John and Sandra Howard had the idea to start a business, bridging the world of photography and graphic arts. So in 1987 their second child was born, and its name is FotoTechnika.

If you haven't been around the business for the full twenty-three-plus years to see its evolution you might assume that it's always centered around photography. But Sandra, a commercial art major in college, realized the fulfillment of her career as a fulltime artist with the creation of FotoTechnika.



It all started with Sandra's love of letters -- yes, letters. In the first grade, when most kids were mastering the difference between "b" and "d," Sandra broke away from her peers and started writing cursive. At the age of twelve, her uncle hired her to hand-letter certificates for graduates of his class at the National Rifle Association, earning ten cents per certificate (hey, that was big money for a kid in the '60s!) It wasn't just Sandra's family who noticed her ability; she also took an interest in geometric shapes, creating designs with compasses on graph paper. Kids at school would pay her for this art.

When it became apparent that she had such a keen interest in calligraphy, people began giving Sandra books on the subject, pens, nibs, and ink, and she taught herself. Then, during an independent study, she interned under Baptist Medical Center's in-house artist, Dodi Lovett, also a calligrapher, who finally gave Sandra more formal instruction. Sandra was later employed at Baptist, also becoming a staff artist, finally leaving shortly before her college graduation to pursue her career as a freelance artist.

During the intervening years, between graduation and opening FotoTechnika, Sandra took on a number of projects. While still hand-lettering certificates, she also produced pencil portraits and commemorative portraits-collages. She also did layout and design for church and business newsletters the old fashioned way -- with non-repro blue pens, wax, Exacto knives and t-squares. And Sandra's talent with letters didn't stop with drawing them -- she also proofread each newsletter. (By the way, you'll rarely find a typo in this newsletter because she proofreads it, too.) All of these services were still available when FotoTechnika opened, and although the business soon became busy enough to make it harder and harder for Sandra to break away from the dark room (and more recently the computer), she still has one loyal customer who orders hand-lettered award certificates every year.

I remember (vaguely) the good-ol' freelance art days and the drawing table set up in the spare room of our house. I've always been proud of my mother's talent, and I've urged to her to use it as an outlet whenever possible. She finally took me up on it, surprising me last Christmas by turning my favorite photo from my wedding into a drawing. Then I, in turn, made it into a greeting card (buy one today -- great as a wedding gift!), and her line is titled "Oodles of Doodles." Also for my wedding, she




hand-lettered and doodled the opening page of my guest

book/album, and she spent many a late night addressing over five hundred invitations with her trusty pen. I don't want to toot my own horn -- oh, who am I kidding? I love my mom, I'm proud of her art, and I want everyone to know that she's not just the lady processing your film and printing your giclées. There is a real artist in Sandra Howard, and she would go nuts if you'd give her something to write. Bring on the wedding invitations! I dare you -- come in and ask her to write something for you today. I promise you won't be disappointed.


◆ Sarah Cotchaleovitch

printing, storing & archiving


old photos



make copies
Make copies of your most important photos for other family members to enjoy! The cost to reproduce images is very affordable.



restore & repair
Have damaged or faded priceless family memories restored to their original condition! We fix spots, tears, scratches and more.



archive your photos
This is the easiest, most affordable way to preserve large quantities of photos. We can scan your loose prints and save them to DVD for archiving, sharing and printing.

Around Town

On Friday, October 22 FotoTechnika will make a lunch-time presentation about preserving old photos and the process of making restored reproductions at the Learning Center at Riverside Park United Methodist Church. The meal will be served at noon, followed by a short talk with time for questions and answers. Anyone is welcome to attend -- lunch is \$6.00 and a call to Jean Frost in advance at 387-4896 would be greatly appreciated so food can be prepared.

◆ Sandra Howard