

# Photo Talk

Dwight  
Cendrowski  
**PHOTOGRAPHY LLC**  
Photography • Video production  
www.cendrowski.com

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A newsletter of imaging trends  
and the world through these eyes.



**W**elcome to another in an occasional series of newsletters

from Dwight Cendrowski, Detroit-area corporate, editorial and agency photographer since 1978.

He continues to bring added value to clients who need both photo and video services.

To view recent work go to [www.cendrowski.com/newwork.html](http://www.cendrowski.com/newwork.html)

## Make 'em laugh!



Trick competition of pro bowling event, for ESPN.

Who doesn't like to laugh? It's good for mind, body and spirit. That's why I like to find the humor in my photo jobs. Just look at the benefits. Laughter relaxes the body and relieves physical tension. It releases endorphins, those wonderful feel-good chemicals in our bodies. It can even boost our immune system and make us more resistant to

disease.

What can be better for bonding with family, friends and coworkers? It's relaxing and takes the sting out of tense situations. And we just plain feel better after a good belly laugh.

Where do we find the humor in our lives? Well, there are all kinds of opportunities. My wife and I will choose a good comedy

movie or TV show over most dramas. Click in on your favorite panel comic to get your day started right. I happen to love Ballard Street by Jerry Van Amerongen. Of course you can play silly games with the kids, find some good jokes to share, go to a comedy club and hang out with nutty people. Best thing? Laugh at ourselves. I know I do!



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## Expect initiative from photographers



It's important for a photographer to think on the job, not just supply the minimum requirements. Once I know the basics, that's when I take off, suggest new angles, experiment, and give the client as many variables as possible. No one is paying me to just set up a light and press a shutter button. This is what I love to hear from an art director: "Geez, there's just too many good choices here."

Expect and demand vision, inventiveness, initiative. And fun. A laughing CEO will trump a grump anytime.

## Industrial rise



This year has seen a big uptick in my work for industrial firms. I've traveled to KSPG plants in South Carolina, Wisconsin and Mexico, and handled photography and video for German company Kuka. I also traveled to New Hampshire for Paris-based Hutchinson Automotive. I hope this is a sign of the health of the manufacturing base in this country.

I've been making images for marketing projects of all types since 1978. Call me to chat about your company's photo and video needs. 734.971.3107

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