

PHOTO TALK

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

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Welcome...

...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 needing both photo and video services. Go to [New Work](#) on the website to view some recent assignment work.

Roche Analyzers

Roche Diagnostics makes room-sized analyzers for hospitals. They partnered with St John Hospital in Detroit to install an immunoassay analyzer, the first in the Midwest. It reduces 'door to result' time for blood samples to 46 minutes, allowing treatment for patients to begin sooner. Dwight photographed the system and ribbon cutting for the Roche communication dept.



Magazines still alive

The publishing industry is struggling and wheezing, but not dead yet. Ebooks keep eating away at print sales, and just about all non-fiction sales continue a decline except for children's books. But there's hope, especially in the magazine field. According to a recent survey by pwc, total magazine revenue will be on an upward curve to 2019, and after years of decline, consumer magazine revenue should see a 0.2% increase in 2016, driven by digital performance. And trade magazines continue to grow. The growing middle class in countries like China will keep both consumer and trade magazine sales on the rise.



Family profiled in Success from Home.

All photos © Dwight Cendrowski



Doosan company magazine profile in Ontario, Canada.

business, trade and company publications. He provides environmental portraits and photojournalistic coverage for publications as diverse as the trucker magazine Road King to CAP Today, a journal for pathologists.

Dwight continues to work for a wide range of consumer,



Soldier for Success

Bring it to the Table

In photography as in any field, you tend to get what you pay for. Want it cheap? Plenty of people in line to supply that. Want it done well, on time, to the highest standards? Well, that certainly diminishes the available pool.

When hiring a professional photographer or videographer, keep in mind what 'professional' means. What does a person bring to your project? I tick off each of these when I discuss a new job:

- **Experience.** A photographer has been there, done it, and amassed practical know-how. An indicator he's done good work consistently and for a good, long time. Dwight...many hundreds of clients, 38 years and counting
- **Video.** Needing both photography and video is increasingly important for companies, often during the same assignment. Dwight...professional equipment and production skills for both.
- **Equipment.** Demand professional lighting and gear. You need a wide array of lenses, cameras and lighting to do professional work. Dwight...state of the art gear for photos and video, backups for everything. Ready to swing to extra tools whenever necessary.
- **Take charge.** Never pushy or crude, but ready to step in to arrange people in a group and suggest the best methods to get that photo. Expect the photographer to think, not just push a shutter button. Dwight...polite but firm, using a light and respectful touch to herd the cats in a company.
- **Post production.** Expect highest quality in optimizing digital photo or video files. Dwight...16 years in providing sharp, crisp, colorful digital image files and striking images.
- **Business.** No question that your photographer must be a professional, with full liability insurance for himself and any assistants who step into your plant. Dwight...check! And everything is in writing, from detailed estimates to final invoicing.
- **Flexibility.** Life means surprises. The CEO wants his photo that afternoon. Dwight...always the ability and tools to turn around a job quickly, right on site if necessary.

There's more of course. Contact Dwight to discuss special needs or far-flung locations. He travels easily for editorial or corporate shoots throughout the US and Canada.



Syrians find Refuge in Michigan

We're no strangers to refugees in the Detroit area. Southeast Michigan has the the largest Arab American community in the US. I had the opportunity to meet and photograph one family fleeing the Syrian conflict for The Lutheran magazine. With the help of Lutheran Social Services of Michigan, Nayef, his wife and son were settled in Dearborn in November 2015. The agency provides support for refugees including help with language lessons, schooling for children, advice on employment and making connections in the community. Luckily the family's new home is a short walk to Arabic speaking shop owners and community agencies.

It's scandalous that so many state governors are making it difficult or impossible for any refugees to settle in their states. And that includes Michigan, where the governor paused the resettlement efforts right after the family I photographed arrived. The vetting process is stringent, the need great. Families fleeing horrors should be welcomed. Experience here shows they become valued members of the community and productive additions to our American mosaic.

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