

Photo Talk

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

Vol 3 Number 1
Winter 2012-2013

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



Welcome to another in an occasional series of newsletters

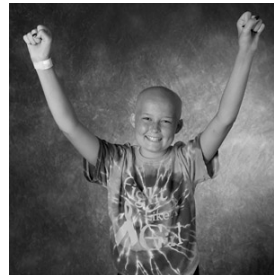
from Dwight Cendrowski, Detroit-area corporate, editorial and agency photographer since 1978.

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

To view recent work go to this page on his website:

www.cendrowski.com/newwork.html

Flashes of Hope An emotional photo experience



Flashes of Hope is a national non-profit organization that enlists professional photographers to photograph children who are undergoing cancer treatments. More than 30,000 kids and their families have been photographed. Those families receive framed prints and photos on a disk.

All photographers, many from the photo organization ASMP, donate their time and talents. Dwight photographed many children along with siblings and

parents at CS Mott Children's Hospital in Ann Arbor. "It was an emotional experience," says Dwight. "Some parents could not hold back the tears as they hugged their children."

Remarkably, kids going through exhausting chemotherapy treatments found the energy to mug for the camera and wrestle with their brothers and sisters. "Working with the kids was tiring, but inspiring," adds Dwight.

A sister program called Kick-It

raises money for cancer research. Cancer remains the leading disease killer of children in the United States.

According to Flashes of Hope, their goal is to photograph every child until every child is cured. To read more about this exceptional group visit their website at www.flashesofhope.org. They're always on the lookout for volunteers and hospitals to partner with, including hosts for Kick-It games in communities.



All photos & text © 2012 Dwight Cendrowski

Head to Toe

Get the most from portrait sessions with your executives by adding head to toe shots to the standard head and shoulders. They're easily mixed and matched with other photos for panoramic panels, and they're useful for many marketing materials, from brochures to press releases.

This is one of a dozen execs shot for Schechter Wealth Strategies in Birmingham, Michigan.



Modern Healthcare shoot

Trinity Healthcare, based in Novi Michigan, is merging with Catholic Health East of Pennsylvania to form the second largest healthcare not-for-profit in the U.S. Dwight photographed the company CEOs for a Modern Healthcare magazine cover. Lighting the colored walls he created a saturated, striking background for the executives.

Dwight photographs for a wide variety of trade and business magazines. And he writes articles as well as photographing for several company magazines.



Dress-up the site

What draws you to a website? Great content? Easy-to-navigate design? How about the visuals?

Just as the cover of a magazine can entice you to look inside, great photography can pull you into a website and help keep you there. If you need to upgrade your site and professionalize the photos, call an experienced professional to bring compositional and lighting skills to the task.

Dwight has been photographing for marketing projects of all types since 1978. Call him to chat about your website needs. 734.971.3107

Dwight
Cendrowski
PHOTOGRAPHY LLC

CORPORATE • AGENCY • EDITORIAL

2870 EASY ST, ANN ARBOR (DETROIT) MI 48104

734.971.3107

WWW.CENDROWSKI.COM DWIGHT@CENDROWSKI.COM