

After the Vinter on Grand River in Farmington losed its doors for the last time in January, Jerry



Jakacki and his crew went to work to turn the shop into a photo studio.

Instead of wine racks, the shop now houses the Jakackis' studio, which includes facilities for mercial and portrait photography.

## Studio focuses on personal touch

For Jerry and Michele Jakacki, the focal point of downtown Farmington is their airy photography studies is used in a new location on Grand River. The studie, next to the Village Mall. Grand River and Farmington Road, is painted in bright spring shades of yellow and kelly green that brings a bit of the outdoors into the normally dark-panelled world of photo studio waiting rooms.

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Its sunny ambiance matches the personal and professional style of the Jakackis.

Their relaxed mood shows through in their portraits. Instead of sitting heir customers down for a formal session, a Focal Point studio portrait is as likely to take place amid the trees and flowers of the Community Center in Farmington as well as in a traditional lighing room setting.

THEIR CUSTOMERS helped them move from the studio to on location

invertigation the studio to on location assignments.

"People like natural settings," explained Mrs. Jakacki, 25.

"In Parmington, people are proud of their homes, too. They don't want studio portraits, awnyone." she ser more da. statement than a portrait," the Pocal Point staff consults clients about the type of setting in which 'tey are comortable and want to be remembered to the properties of the properties can run the gamus from a traditional pose to a shot of mother and dead playing with the children undtoors.

dren outdoors.
One family decided on a photo which showed them against the setting sun

on the grounds of the Community Center. Since their backs were to the camera it was more of a mode picture than a bona fide family portrait. Such variety appeals to Jakacki, who became interested in photography 10 years ago. Repetition stilles creativity, agoording to Jakacki. The key to their style is to allow the family to be spontaneous during the stitug. An informal atmosphere around the studio helps to loosen up the family.

"If you don't like people, get out of the business," advised Mrs. Jakacki.

ENJOYING CUSTOMERS is part of the job. It also helps when dealing with non-English speaking clients. "You build up a rapport with them. You have to have patience with non-English speaking customers." Jakacki, 31, 38 and 68 stures and a few words in each language are used to communicate with the client.

"It's a matter of taking the extra time for them," said Mrs. Jakacki. Words ending in 'e' sounds are usu-ally smile-raisers, according to Jakacki, who is on the board of the Detroit Professional Photagraphers.

Detroit Professional Photagraphers.

"It can backfire on you. One time I was taking a picture of a man who spoke Russian and who wanted a passport photo. The whole time he was bere I pointed and he nodded if he wanted something. Then I used on Russian word to make him smile. He was so ald to bear somonor peragh his was so glad to hear someone speak his language he started to talking to me really fast.

'The best compliment we ever get is after we show the couple their pictures and they say, 'we didn't see much of you.' " Michele Jakacki

'I had to say 'wait a minute,' " said

"I nad to say want a namue, some Jakacki.

Like working with the foreign-born, weddings also demand extra time to focus in on individuals, Unlike most photographers, the Jakacki's view weddings as choice assignments.

"THEY'RE ONE of the pleasures of

the business," he said, contradicting some of his collegues who dislike the pressure of photographing a wedding. "There are a myriad of personalities and you have to atune yourself into each one," he said.

Tuning into the wedding couple takes special care.

"Lots of couples think photographers are a pain in the neck. We try to keep it candid and take the formal shots before the party," said Mrs. Jakacki.

They work according to the philosophy that a good photographer is unseen and unheard.

"The best compliment we ever get is after we show the couple their pictures and they say, 'we didn't see much of you,' "said Mrs. Jakacki. "It's their wedding, it's their show," she said.

When the Jakackis were married two years ago, hiring a photographer for their wedding was the least of their worries. Eight photographers had cameras at ready for the event.

Photography also helped to bring the couple together.

JAKACKI, who studied photography in New York after he left the Army, became interested in the craft when he bought a camera in Japan while on leave.

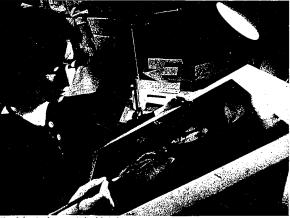
He met his wife after he had set up his own salon in Detroit. She was working for "Photography by Irene" a studio in east Detroit when Jakacki walked in one day to compliment some

Her experience in photography began after she finished high school. She went to work for Irene, then attended the Rhode Island School of

"My family was photography oriented. We took pictures on all occasions. My father bought a camera for us and I was the one who stuck with it and took all the pictures for the fam-ily," she remembers.







Gail Nymshak retouches a portrait of her sister works behind the scenes with studio manager Eileen Buehler.



Jerry Jakacki consults with a customer over the type of portrait that would interest her.

## BUSINESS PEOPLE

as Detroit Bank & Trust. Fisher graduated from Wayne State University and began his career at the bank in 1948.



president of Detroit Bank & Trust.



North American tubing operations with Bund Tubing.

Lauterbach had been associated with Chase Brass and Copper Co.

DONALD RUNKEL of Troy has joined Wilding Advertising in South-field as an account executive.

Runkel had been employed for eight year in both the United States and Canada by Wilding Division as an



THOMAS LAUTERBACH of South-field has been appointed product and market development manager for of labor relations on the presidents

staff of Sperry Vickers in Troy. Smallwood has a business degree from Oklahoma University.

JOHN NEFF of Bloomfield Hills has been appointed vice-president, indus-rial marketing-North America for Dana Corp.'s industrial power trans-mission division. Neff received his education at Car-negie-Mellon University and Harvard University Business School.



GEORGE HINKES of Troy is the new magager of taxes for the trans-

portation equipment group of Borg-Warner Corp. Hinkes attended St. Mary's College. in Minnesota and De Paul University in Chicago.

JAMES YODER of Farmington was appointed trust officer in the National Bank of Detroit's trust division. Yoder has been with NBD more than six years.



ROBERT WHITALL of Birmingham was recently promoted to vice-presi-dent for engineering by Schweitzer Industrial Corp.

R.C. Mahon Co.

GREGG BRUMM of Bloomfield
Hills has been appointed an assistant
secretary of D'Arcy-MacManus &
Masius Advertising.
Brumm earned his degree from
Amherst College and a master's
degree from Stanford University.



A. DALE MONCRIEFF of Birming am has been appointed methods offi-