

# Custom labs ready to help



FOCUS ON PHOTOGRAPHY

MONTE NAGLER

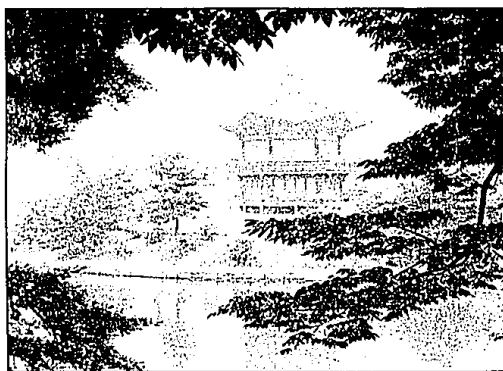
Most one-hour minilabs generally do a fine job in quickly printing in color at low prices your everyday shots with color negative film. But their services are limited and there are many things they can't do. This is where a custom lab will be of great benefit to you.

For example, does your picture need cropping? Are there some highlights that are washed out or some shadow areas where detail has been lost? Are there some spots or scratches on the original negative that are showing up in the print? Or perhaps certain areas of your picture need lightening or darkening. Well, a custom lab can take care of all these things for you.

Custom labs can do more for you, too. Say you intentionally or unintentionally over or underexposed your film. A custom lab can compensate for this in the developing and printing of your roll.

Custom labs can make slides from negatives or negatives from slides. They can even make slides from prints. They can print odd sizes, offer a variety of paper choices, and restore old, scratched photographs.

Custom labs offer a multitude of mounting and laminating services and will give assistance in the best way to present your images.



**Special work:** This picture of the Lotus Pavilion in Seoul, Korea, is a difficult photo to produce by a one-hour minilab because of the intricacies required in the printing. Monte Nagler can easily do it in his darkroom just as a custom lab could do it in theirs.

What's the best way to find a custom lab in your area? Word of mouth is always ideal. Ask a photographer friend or a professional photographer for a recommendation. Visit some labs to compare

prices and services and to look at samples of their work.

Good labs, as in all good businesses, value every customer, even those with small orders. So if you're being mistreated or ignored, look for another lab.

Once you've found one you like, build a relationship with some of the employees and stick with that lab. The results you'll get will be rewarding indeed.

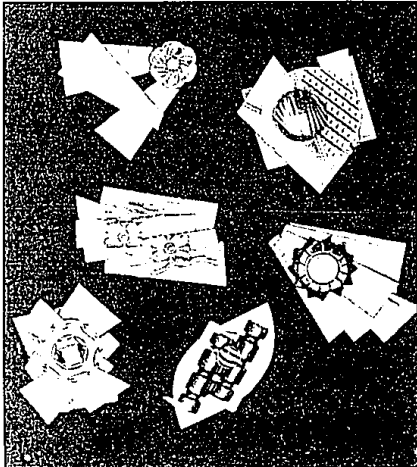
## Marketing workshop set

The Michigan Association of Community Arts Agencies presents "Effective Marketing for the '90s: A Workshop on Marketing and Promoting Your Arts Organization" Friday, Nov. 5, at the Holiday Inn in Bay City.

The workshop is for board members, volunteers and staffs of non-profit arts organizations. It will be led by Linda DeLene, professor of marketing and director of the Service Quality Institute at Western Michigan University.

Registration must be received by Friday, Oct. 29. For information, call Nancy Wichlund at 517-893-0343 or the MACAA at 616-345-3845, fax 616-345-3526.

The registration fee — \$20 for MACAA members and \$25 for non-members — includes lunch and materials. Checks should be made payable to the MACAA and mailed to the MACAA, 143 S. Kalamazoo Mall, Glimmer's Fifth Floor, Kalamazoo 49007.



STAFF PHOTOS BY SHARON LEMIEUX

Button up: Fay Herman's paper and button pieces show sophisticated styling. Jewelry by the Farmington Hills silversmith will be among the works featured this weekend in the Birmingham Village Players Art and Gift Fair.

## Silver

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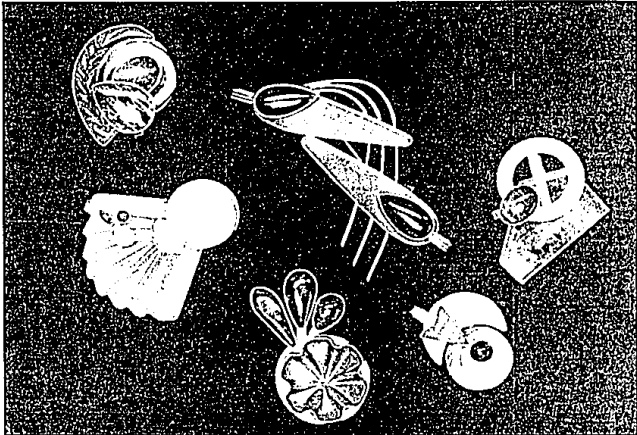
"We're excited to have Fay's silver jewelry in the fair. Her items make great gifts for the holidays," said Helen Balmer, event co-chair with Donna Masters.

The fair, highly selective with hundreds of booths to wade through, offers one-of-a-kind gift items exhibited by 22 artists and craftsmen from around the state.

"We've focused on Michigan artists," Balmer said. "We're trying to become the little gem of the art fairs."

Village Players, one of the oldest theater groups in the United States, presents five shows a season. Proceeds from the art fair go toward renovating the Players' Wallace Frost-designed playhouse.

"We're in the middle of a major restoration," Balmer said. "Because we've been here 71 years, the theater needs a little help from its friends."



In the setting: Silversmith Fay Herman of Farmington Hills uses such materials as buttons, Bakelite and button pieces as jewelry.

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