

# The Keen Observer

Volume 11 4/7/2009

## Here Comes the Sun

The rainy days of March gave me time to work on my web-shops at Etsy, CafePress, and Zazzle: boosting products and visibility.

There are Mother's Day products out on both CafePress and Zazzle; I'm playing around with my ability to write greeting cards. Zazzle also has a great selection of ties for father's day.

The Etsy shop has expanded with the edition of Photo Cards and a larger selection of unframed prints. I am still working on a new photography book for Blurb that I hope to get out by the end of the month. A "New Art" page will be going up this month featuring the

"Capturing the Photographer" series and "From 30,000 Feet". Another addition to the website will be the business identity services page. More information will become available as the month progresses.

As April begins and the sun comes out from behind the rain clouds, I look forward to being able to remove myself from the computer a little more and capture the beauty of spring unfolding.



*Capturing the Photographer 2*

## Put a Little Art in Your Soul

...at Puyallup's Arts Downtown Auction Fundraiser on April 18th from 6pm-10pm at Pioneer Park Pavilion. This Cajun themed event will benefit the Puyallup Valley Food Bank while showing off some of the region's talented artists. The event is catered by Uncle Thrum's Cajun Style Soul Food with music by the David Keyes Trio. Tickets are \$20 if purchased before the event or \$25 at the door.

Keep an eye out for "Demon on the Door" on the auction tables.

## Snippets

- Check out [Etsy.com](http://Etsy.com) for all your handmade item needs, from blankets to unique cards. While you're there swing by [my shop](#).
- Have you started a small business, but need some help with your logo or website design? I can help you find the right look to satisfy your creative nature and draw in those illusive customers. [E-mail me](#) for more information.
- Hoppy Easter!

“The world  
we live  
in is but  
thickened  
light.”

~Ralph Waldo  
Emerson

## The Art of Editing



“Glass Museum Inverted Sepia”



“Glass Museum-Original”



Don't forget to keep your eyes out for that illusive Easter Bunny. Rhegan says it wasn't her. I'm not sure I believe her.

I attended an artist's function called The 100th Monkey last month. While showing off my mini portfolio, a man commented on the photograph “Glass Museum”. As the conversation went on he expressed interest in a print of the picture but was wondering if it would be sepia or “a negative” he said with excitement. I gave him my card and we both were pulled in different directions.

When I sat down at my computer the next day, I wanted to see how this photograph would look in the variations discussed the night before. I turned it sepia, and that was okay. I inverted the image to a negative and I didn't like that at all. I inverted the sepia version and that was okay, but really just blue. Then I decided to reverse the process and invert the photograph and then alter the color to sepia. I loved it!

Let me know what you think.

Available as a Framed Panel Print and Mousepad at CafePress.

## Chocolate Shortcakes

### INGREDIENTS:

1 1/2 cups white whole wheat flour  
 1/2 cup sugar  
 1/3 cup unsweetened cocoa  
 1 teaspoon baking soda  
 1/2 teaspoon baking powder  
 1/4 teaspoon salt  
 1/4 cup chilled butter, cut into small pieces  
 1/2 cup low-fat buttermilk

Preheat oven to 375°.

To prepare the shortcakes, lightly spoon flour into dry measuring cups; level with a knife. Combine flour, sugar, unsweetened cocoa, baking soda, baking powder, and salt in a large bowl, stirring with a whisk. Cut in 1/4 cup butter with a pastry blender or 2 knives until mixture resembles coarse meal. Add buttermilk; stir just until moist. Knead lightly in bowl 5 to 6 times. Turn dough out onto a lightly floured surface; pat dough into an 8-inch circle on a baking sheet lined with parchment paper. Cut dough into 8 wedges, cutting into, but not through, dough. Bake at 375° for 18 minutes or until just firm to the touch. Remove from pan; cool on a wire rack. Place shortcake on a cutting board or work surface; cut along score lines with a serrated knife to form 8 wedges.

### Shortcake Tips:

When mixing the dough for shortcakes, use a light hand and work quickly for the most tender cakes. If the recipe calls for kneading the dough, knead lightly only a few times so the dough doesn't become overworked.

Use a serrated knife to split the shortcakes. It will cut through the cakes without crumbling them.

Serve with fresh strawberries and homemade whipped cream for a spring time treat.

# APRIL 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10 Good Friday	11
12 Easter Sunday	13	14 PGAM	15 Tax Day	16 Artist Event TAP	17	18 Arts Downtown
19	20	21	22 Admin Day	23	24	25
26	27	28	29	30		

## The Art of April

- ◆ As Easter comes and goes, don't forget that the next major holiday is Mother's Day. Book your portrait appointment now and surprise mom with a portrait she can proudly display.
- ◆ Pacific Gallery Artists Meeting Tuesday the 14th at South Park Community Center.
- ◆ Artist's Reception for Taylor Williams and John Meeks at Tacoma Art Place, 5:30-7pm.
- ◆ Celebrate the Administrative Professional in your life on April 22nd.

## Portrait Price Break

During the month of April, receive a 10% off your portrait session.

Promotional Code:  
APAPR2009



### Portrait Appointment Request

Name \_\_\_\_\_  
 Date \_\_\_\_\_  
 Location \_\_\_\_\_  
 Qty. (by 1/2 hour) \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Notes \_\_\_\_\_

Please Mail Request Form to  
 Sarah McTernan  
 c/o Ardent Photography  
 6620 48th Street Ct W  
 University Place, WA 98467

Call 253-566-6175  
 Or 253-376-6141

E-mail requests to  
[sarah@ardentphotography.com](mailto:sarah@ardentphotography.com)

- Check  
 Bill Me

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Phone \_\_\_\_\_

Photography Where You Want It, How You Want It

6620 48th Street Court West  
 University Place, WA 98467

Office: 253-566-6175  
 Cellular: 253-376-6141  
 E-Mail: [Sarah@ardentphotography.com](mailto:Sarah@ardentphotography.com)

**Ardent**  
 PHOTOGRAPHY



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[WWW.ARDENTPHOTOGRAPHY.COM](http://WWW.ARDENTPHOTOGRAPHY.COM)

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Making the everyday unique.

## Ardent Photography Facts

Ardent Photography is based out of University Place, WA and serves greater Western Washington including Tacoma, Federal Way, Puyallup and Seattle.

I am an on-site photographer, which means I come to you and let the backdrop of your photograph be the important elements in your life. I have found that people let their true personalities shine through when they are in a comfortable setting. This is the idea behind Ardent Photography. I specialize in natural lighting and finding that right moment where "you" shines through. Portrait sessions start at \$60 for a half hour session. Please visit the [portraiture](#) page for more information and print prices. You can contact me via E-mail at [Sarah@ardentphotography.com](mailto:Sarah@ardentphotography.com) or by phone at (253) 566-6175 to make an appointment for portraits.

Beyond portraiture, I enjoy creating [unique photographic art pieces](#) and am available for [commissioned art assignments](#). When people think of commissioned photography they think of magazines or portraits, but there is another aspect, personal project photography. This is the area of photography that takes the objects in your life, the guitar you've had since high school, the heirloom brooch from Grandma Lorraine, and turns them into personal artistic photographs that can be gladly showcased in any room. I love being presented with a challenge and hope you will give me the opportunity to make the art on your walls unique and personal.

## Interested In Creating Art

Tacoma is yearning to become more of an arts centered city. According to the [News Tribune](#), the arts and Tacoma have been entwined for years, but I must have missed that memo. The new push to incorporate the arts has gained momentum with the new year and the city putting up artist's lofts in the brewery district, but a building not too far away has been reaching out to local artists since 2007.

Tacoma Art Place is a building located on South 11th street offering art classes to the public at affordable rates. Are you interested in learning how to knit, but don't know where to go? That is where the Tacoma Art Place comes in. They are offering classes from photography to card making trying to fill a void in this artist laden community.

Want to find out more? Visit their [website](#) for center hours and current class information.

