

A Unique Vision of Everyday

# The Keen Observer

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## The Art of Business

When I opened the proverbial doors to Ardent Photography in 2005, my knowledge of websites and logos was limited. I am a learn on the go kind of girl, so I jumped in with both feet and put up the first edition of my website and the first incarnation of my logo. The only complaint I ever got, was that both were very dark. I have since redesigned the website multiple times and grown my logo, but I have also branched out to helping other small businesses create unique identities for themselves.



*My new door magnet for my vehicle.*

My first foray into this field was with [Bob's Property Solutions](#). I took mostly provided content and created a useable and informative web site. Next, I worked with Mary Huff of [Spiral Dragonfly Coaching](#). I created her logo design, website, and other promotional items as well as help her keep the website up to date. These are all services that I am now offering to other small businesses. If you are interested, or if you know an entrepreneur who needs some identity help, visit my [Business Identity](#) page or [E-mail](#) me.

## Photography Books and More

As some of you may know, I did not start out as a photographer. I began writing when I was seven years old, and though I do not participate in the act as much as I would like, it is still part of my artist toolbox that I pull out from time to time. Years ago I put together a poetry book, merging my photography and some of my writing. Through the magical powers of the Internet I can now bring it to you in an on-demand print form through a website called Blurb.com. I also have a children's book and various themed photography books available through the same site.

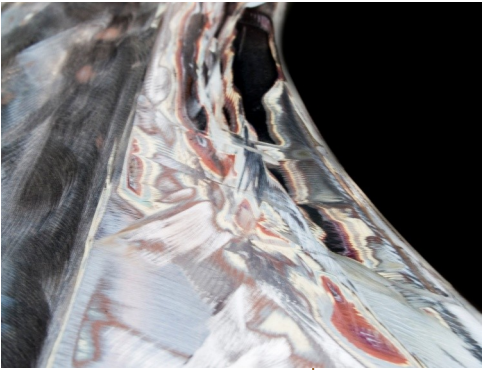
## Books

- [One Cream, Two Sugars](#)—Poetry combined with photography.
- [Painting Life](#)—an artistic children's book
- [Ardent Vision](#)—a collection of my photography
- [Ardent Arms](#)—the art of firearm photography
- Check back soon for more subject photography books.
- Happy 4th of July!

“Give me an apple tree in a suburban garden. I haven't the slightest need of Niagara Falls.”

~Auguste Renoir

## Something a Little Abstract



“The Art of Sanding”

Last year my husband committed to restoring a 1969 Mustang Grande. He bought the car in a sad and undrivable condition, in order to unearth the beauty that is the 1960's Mustang. The body of this car was in various shades of Ford paint, though for the most part still free of that demon rust. As the sun came out this summer, and the threat of rain dissipated, he began sanding away the eleven layers of paint that had been collecting on the body. With each rotation of

the sander he created patterns and ventured closer to the base metal of the body panels, where unique designs emerged from the grain of the sand paper, the sheen of the steel and the multitude of colors from eleven layers of Ford paint.



“Sanding Patterns ”



Surprise your family with these easy homemade crackers that beat the store bought kind hands down in both taste and affordability. They also make great crumbs for cheesecake crusts.

## Homemade Graham Crackers

- 4 Tablespoons butter, softened
- 1 egg
- 6 Tablespoons sugar
- 4 Tablespoons honey or molasses
- 1/2 Tsp baking soda
- 2 Tsp water
- 3/4 Tsp salt
- 1 1/2 Cup graham flour
- 3/4 Cup White Whole Wheat flour

Yield: 36 Servings. Preheat the oven to 350 F.

Combine the butter, egg and sugar in a bowl and beat until smooth and creamy. Stir in the honey and blend. Dissolve the baking soda in the water and add to the butter mixture. Add the salt, graham flour, and wheat flour to the mixture and blend thoroughly. The dough should hold together and be manageable. If it is too "tacky" add a little more graham flour. Liberally dust a surface with graham flour and roll the dough to a thickness of about 1/8 inch. I roll the dough on parchment paper for easy mobility. Either score the dough into squares with a knife or use a cookie cutter to create cool shapes. Prick each square a few times with a fork so that the crackers are flat and not puffy. Move the dough onto an ungreased cookie sheet. Bake for 10 minutes. Remove from the oven and cool on racks. They weren't quite crispy when I removed them. However, they hardened up as soon as they cooled.

# JULY 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4 Independ- ence Day
5	6	7	8	9	10	11
12 Art on the Ave	13	14	15	16	17 Bite	18 of
19 Seattle	20	21	22	23	24	25
26	27	28	29	30	31	1

## The Art of July

- ◆ Celebrate this nation's Independence on July 4th. Please celebrate responsibly.
- ◆ Don't forget to check out your local farmer's market for great fresh produce and excellent local artisans. In Tacoma check it out on Thursdays in Downtown and Saturday on Proctor Street.
- ◆ It is officially summer and officially time to enjoy some good outdoor celebrations. Check out the article on the back page for some great local events.

### Portrait Price Break

Take advantage of the summer sun!

Schedule an outdoor portrait session before August 31st, 2009 and receive 20% off your sitting fee.



Use Coupon Code:  
**APSummer2009**

### 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 \_\_\_\_\_

## A Unique Vision of Everyday

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**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 photographs 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.

## A Request...

July is here and so are many art festivals around town. Local artisans look forward to the summer months to show off their wares to the public at events such as the Taste of Tacoma that took place in June. Though the taste is over, there are still plenty of events to satisfy your local art cravings.

Freedom Fair—Ruston Way in Tacoma WA July 4th

Art on the Ave—July 12th on 6th Ave in Tacoma between Cedar and Trafton from 11am to 5pm.

The Bite of Seattle—July 17-19 at Seattle Center. Food, booths and fun.

Proctor Art Fest—August 1st from 10am to 6pm in the Proctor District of Tacoma.

Urban Arts Fest—August 1st from 11am to 9pm-ish along Jefferson Street across from the Swiss.

Shelton Art Fest—August 1st from 9am to 4pm along Railroad Avenue in Shelton. Hope to see you there.



I hope you have an art-filled July. Thank you for reading. ~Sarah