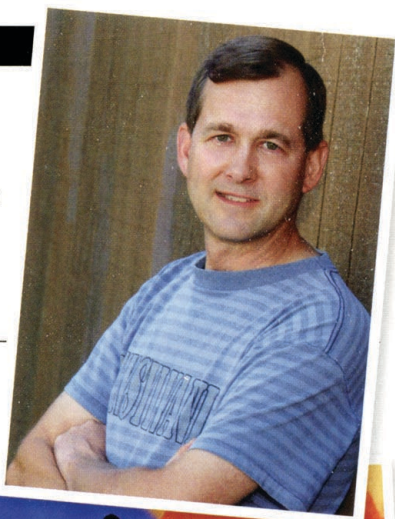


MARK MADERE

PRESIDENT SPECTRALIGHT PHOTOGRAPHY & DESIGN
NORTH RIDGEVILLE

(440) 748-6300 ▶ WWW.SPECTRALIGHT.COM



YEAR FOUNDED: 1986

YEAR JOINED COSE: 1990

WHAT HE DOES: Mark travels near and far photographing weddings, family portraits, and high school seniors to create unique picture settings that can't be achieved in a studio. He also restores old or damaged photographs to their original splendor with digital retouching.

HOW DO YOU BENEFIT FROM COSE MEMBERSHIP? Medical insurance, workers' compensation, MindShare programs, and networking events.

IF YOU WERE A CAR, WHAT WOULD YOU BE? A luxury sedan because I like to lavish my clients with superior service and my complete attention—something you don't get with discount store “photographers.”

WHAT IS YOUR SOURCE OF INSPIRATION? My wife, Doreen. She is a caring, Christian woman who always puts the needs of others before her own.

HOW DO YOU WANT TO BE REMEMBERED? As a person who helped build self-esteem in high school students during their senior portrait sessions; as someone who preserved the love and excitement of a wedding day, and captured the special relationships of parents and children in family portraits.

IF YOU COULD HAVE A BUSINESS “DO-OVER,” WHAT WOULD IT BE? I don't think I would change a thing. I've



been successful for more than 22 years, and I actually look forward to each day I start a new relationship with another client.

THE BEST THING YOU'VE EVER DONE FOR YOUR BUSINESS IS... Networking. Not just with other business owners but with other photographers across the country who have graciously shared their knowledge on all aspects of growing their businesses.

PROJECT YOU'RE REALLY PROUD OF? The Dara Hosta—Olmsted Spirit 5K Run. As the founding sponsor in 1998, we have raised more than \$62,000 for college scholarships for Olmsted Falls High School seniors. The race has grown significantly over the years, with \$20,000 awarded in 2007 alone. <<