

Lem and Marilyn Maurer ~ Maurer Photography ~

Lem and Marilyn Maurer never planned on being professional photographers, and they certainly didn't plan on specializing in capturing weddings. But their life experiences, some divine orchestration, and the encouragement of friends and family helped direct them into a photographic career that they've enjoyed pursuing together for the last 15 years.

Growing up in Phoenix, Arizona, Lem has always been somewhat artistic and creative. His drawing career was stifled when the elementary art teacher called his parents in for a consultation. While other kids were drawing clowns and flowers, she was concerned with the subject matter of Lem's drawings... mythical creatures with big teeth and claws fighting with war planes and soldiers. The meticulous details of explosions, severed limbs and blood were particularly disturbing to the teacher. Lem's mother thought the drawings were really good... especially the use of highlights and shadows and the attention to detail. She immediately recognized his older brother's "artistic" influence and, in spite of missing limbs and being obscured by blood, she even recognized likenesses to some of the family's relatives.

After receiving an old 8mm movie camera from his Aunt, and as paper-route money enabled the processing of film, Lem started creating home-movies while in Jr. High School. With only 3 minutes of film to tell most of his short stories, he learned quickly to develop a concise storyline and to direct his subjects. By cutting and splicing film reels and syncing music on an old tape deck, crude editing garnered a whole new level of creativity. Periodic productions were the highlight of church youth-group gatherings, and those involved in the productions are still requesting copies to this day to share with their kids and grandkids.

After High School, Lem never even considered film or photography school. Besides, you certainly couldn't have a *career* in that. (So he was told.) So he put creativity on hold and got a *real* college degree. With some prompting from another older brother, he received a B.S. in Mechanical Engi-



neering (because that was the thing to do). To have a break from the monotonous studies of the Engineering curriculum, and to help satisfy his appetite for artistry, he *did* continue to play trumpet throughout his college years.

The summer after graduating from college, and before he started a *real* job with his *real* degree, Lem travelled the country with a contemporary Gospel performing group based out of California. While playing trumpet for the group, he fell in love with the soprano soloist from Iowa... the love of his life, and now wife of 29 years, Marilyn.

Marilyn is a true "people person" and everybody's best friend. With a determined midwest work ethic, and a family-oriented, genuine, and outgoing personality, she was the perfect complement to Lem's slightly warped sense of humor and his laid-back, procrastinating nature.

After working as an Engineer for 6 years, and Marilyn as a Retail Manager, Lem and Marilyn moved to Iowa to raise their two gorgeous daughters. With no Engineering work to be found in the rural area of Northwest Iowa, Lem worked in the PrePress/Graphics department for a Commercial Printer where he was introduced to Page Layout Software, Photoshop, and the Mac computer.

Having acquired a video camera to capture the young family's activities, Lem's interest in "storytelling" was rekindled. Friends began asking Lem to videotape weddings and activities, and he continued to upgrade equipment as the budget allowed. After transferring a lot of photos to video for "slide shows" at wedding receptions, Lem was able to

purchase a computer, a prosumer camera, and some video editing software. A local manufacturing company learned of his emerging video talents and asked him to do some sales videos for several of their products. This gave some real validity to his talent, and the word-of-mouth advertising generated more and more part-time video work.

In 1997, Lem was approached by a veteran photographer in a neighboring town who had done several weddings that Lem had videotaped. She was selling her business and thought Lem and Marilyn would be the perfect candidates to take over. She had other people interested, but wouldn't even entertain their offers. She had seen Lem's video work and knew he would make a great photographer. After several meetings and negotiating some photographic mentoring, Lem and Marilyn purchased all of her equipment, and with both of their full-time efforts, Maurer Video & Photography was born.

After joining the Professional Photographers of America (PPA) and taking several courses at the Mid-America Institute of Professional Photography, the Maurer's became involved in the Iowa PPA and its Northwest Iowa affiliate. They easily recognized the work of those photographers who had a definite edge of professionalism, and became good friends with a few Master Photographers who unselfishly shared their knowledge and techniques.

After upgrading to digital equipment, Lem honed his shooting skills and solidified their computer workflow. It didn't take long for the photographic



services offered by Maurer's to outpace the requests for video. Their talent was noticed by other photographers who encouraged them to enter PPA print competition. Reluctantly, they entered some of their everyday work and were thrilled to receive the highest scoring Wedding Print and a Fuji Masterpiece Award while being named to Iowa's list of Top Ten Photographers. Most recently, after a move to Sioux Falls, SD, Lem has received Highest Scoring Wedding Prints, several Fuji Masterpiece and Kodak Photo Excellence Awards, and the South Dakota Photographer of the Year award in 2008, 2009, and 2011.

With the move to Sioux Falls in 2006, the Maurer's took a bold step to simplify their lives and their business. They decided to concentrate primarily on the wedding market, and to operate once again as a home-based business. Marilyn loves the romance and intimacy surrounding weddings. Her involvement with the posing, interaction of the couple, and eye for details is evident in their imagery. Lem's technical abilities and his creative eye for lighting and composition augments Marilyn's strengths. Working together, the quality and creativity of Maurer's imagery has made a real impact in the local wedding photography market. They've quickly become one of the most sought-after wedding photographers in the Sioux Falls area.

Without the overhead of a studio location, Lem and Marilyn have a lot more freedom to enjoy their family and their personal time together. Being flexible with their schedules throughout the week has actually enabled them to be more available for unplanned corporate video work and, to offer their wedding clients the personal attention they've come to expect from Maurer Photography. The attention that's necessary for producing fantastic photographic and video imagery.

Lem has exchanged the violence and gore of his elementary art class for the beauty and romance of weddings. Still very cognizant of the highlights, shadows, and details, he is meticulous with the retouching of key images and the editing of video sequences. In everything they do, Lem and Marilyn strive to give their clients more than they're expecting. That's a policy that has guaranteed excellent referrals and continued business.