

# Up In Smoke



One of our clients told us the saddest story yesterday. A friend of theirs was taking a family vacation aboard a cruise ship and while gone, they received a message from a neighbor saying that their home had burnt to the ground overnight. There was a problem with the home's electrical wiring.

I can certainly relate on multiple levels. Bad news seems inevitably to follow me on vacations. I've had two companies sold out from under me while I was off sightseeing other lands. I returned home only to find I'd been downsized by the new management. And still my wife wonders why I don't much care for vacations...

But my experiences can't compare to hearing the news that everything you once owned is now in ashes. While it was a blessing that everyone, including their pets, were away when the fire broke out, and so no lives were at risk, it is heartbreaking to face the reality that all of one's

possessions – including the recorded memories taken over a lifetime – were now gone... just like that.

It is one reason we are passionate about the business we are in. By updating family memories to a digital form, it is easier to make a back up copy of all your family memories (film, videotape, photos, slides, audio recordings, etc) and store that copy in an off-site safe deposit box in the case that, should a tragedy occur, the memories will not be irretrievably lost.

Our prayer is that no one ever face the devastating loss that fire, flood, hurricanes, etc can bring. But while we continue to believe for the best, it is wise to prepare for the worst. Insurance can help you replace things. Memories cannot be insured – but they can be protected. Call us and ask us how.

*Michael Ondrasik and Home Video Studio Mount Dora specialize in the preservation of family memories through the digitalization of film, videotapes, audio recordings, photos, negatives, and slides. For more information, call 352-735-8550 or visit our [website](#).*