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Business Tuesday, Feb 12, 2008

## Business

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### Heartstrings Videos preserves romance for the ages

From "Casablanca" to "27 Dresses," romance and movies have always gone together like popcorn and butter. At **Heartstrings Videos** in Lee's Summit, owner Autumn Terry helps customers preserve a little romance of their own.



"Romance absolutely is a big part of our business," said Autumn Terry of Heartstrings Videos.

Although Heartstrings provides videography for weddings, the majority of its business comes from creating DVDs from customers' home videos, still photos and scanned memorabilia. The service basically brings the tradition of collecting photos and mementos into the digital age.

"We take the footage or photos and edit it to their favorite music," said Terry, who started her business three years ago after working in marketing communications. "The majority of our projects are from a husband to his wife or from a wife to her husband. Around Valentine's Day, newly engaged couples may want a DVD of photos from their dates set to a favorite song."

Just as in the movies, it's important to tell a compelling story, not just show a montage of images.

Terry encourages customers to create an overall theme, divide that theme into chapters and then select the images that tell that story.

"What we do is more cinematic," she said. "We get to know our customers and then create a video that meets their needs."

Customers from across the area often send their videos, photos and music requests by mail. The typical turnaround time is a couple of weeks.

February is a busy month as lovers look for unusual gift ideas. Heartstrings offers a 10 percent Valentine's discount on its Web site.

Making a good impression on the first project is important, because customers often come back for more.

Although trying to capture the essence of romance can be like chasing the wind, a personalized video may come close. As Terry said, "The best gifts come tied with heartstrings."

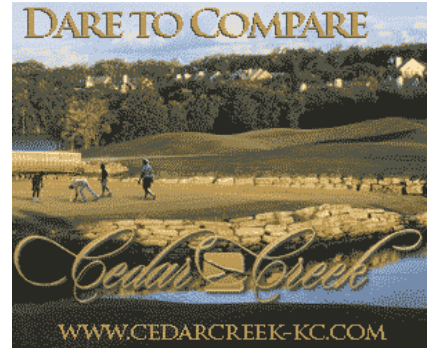
**Heartstrings Videos**  
 Autumn Terry, owner

[www.heartstringsvideos.com](http://www.heartstringsvideos.com)

**| Alan Goforth, special to The Star**

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