

ALUMNI STORIES

Grads help out: Widen, Sadorf want to help young writers

by Amanda Francois
Times Staff Reporter

Many aspiring writers or photographers may not know where to start to get their work published at a price they can afford. That's where two MATC graduates — Leonard Sadorf and Larry Widen — come in.

Widen, a freelance writer, and Sadorf, a photographer, have formed two publishing companies which do that: help young writers and photographers get their work published. The two companies are Applecore and Sonoran Wind.

“We just wanted to help people like ourselves,” Widen said. If you visit the Sonoran Wind website it states “Publishing with the author in mind is what Sonoran Wind is about.”

When asked what advice he would give someone who is interested in this type of work, Sadorf said, “Don't think of it as a job. You should enjoy what you do.” He also said that when he was first starting out he had “big aspirations and realistic thinking got in the way.”

Now, about 25 years later, he said that his thinking has changed. He also said “Just stick it out,” referring to the frustrations that come along with getting started in this type of work. Sadorf also said that this was part of the reason they started the companies.

Both Sadorf and Widen are alumni of The Times. When asked how they got back together and collaborated, Widen said, “We never really lost contact. (We) “met in 1978 in The Times office and have known each other ever since.” Widen, who was Times editor in 1975-80, met his wife Judi (Anderson) on the newspaper staff. Judi was editor of The Times in 1977-78.

Sadorf moved to Arizona about 20 years ago with his wife and children. Widen still lives in Milwaukee with his family, and the two talk all the time. Widen said he even goes to visit Sadorf several times a year.

Sadorf said the main reason he moved was because he “got sick of the cold weather.” He also has family in Arizona.

They've done their share of work, both as a team and individually. *Elgin Road: Visions in the Southwest* is a photo book by Sadorf that has photographs of the area in which he lives.

He mentioned they're currently working on a book about places and people in the Nogales Mexico area. Another book they've done together is *Lar and Len: A Long Strange Trip*. Along with photos, it's about the pair and their experiences from 1979.



photo by Dave Gilo

Larry Widen

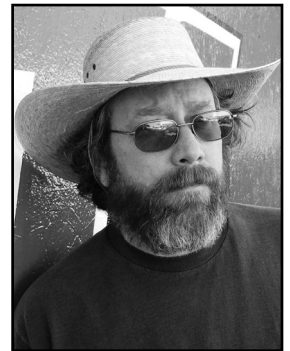


photo by Larry Widen

Leonard Sadorf

Some of Widen's work includes *Tombstone Blues* and *Vintage Milwaukee Postcards* (available in color or black and white). “I write a lot of music-related things, about a lot of blues musicians and rock musicians,” Widen said. A few of the musicians he's interviewed include B.B. King, Greg Alman, Scott Stapp, and Bonnie Rait.

He's also written history books on Milwaukee. *Silver Screens* is a book about Milwaukee movie theaters and, according to Widen's website, “is being published by the Milwaukee Historical Society.” The site also said it will be available sometime around September 2006.

For more information on Sonoran Wind, visit www.sonoranwind.com. You can also go to Widen's personal page, www.widenonline.com, for information on him. Go to www.digitalgreyscale.blogspot.com for information on Sadorf or to view some photographs he's taken.