

BUSINESS SPOTLIGHT: **Final Focus** BY THOMAS KING

» Located near the heart of Wilmington, Final Focus has been a consistent destination for high quality photographs for over 25 years. Final Focus offers affordable business headshots, event photography, portraiture, and holiday cards, coupled with a personal experience tailored to the customer. A spacious studio with comfortable furnishings provides a welcoming atmosphere able to accommodate groups of all sizes. But what makes Final Focus a standout business is the team behind the camera. Pam and Dick Dubroff are a husband and wife duo with decades of experience and though both are talented, they are best when they work together. Dick is the photographer, and a long career along with a creative eye, set his results far forward from his contemporaries. Pam handles the make-up, editing and retouching, while her artistic inclination makes her a valuable second opinion and set of eyes. The flow of ideas between the two provides a breadth of options, and the technical skill makes sure that the vision goes from an idea to a precise result.

Everyone in the business realm recognizes the importance of a good photo, but with the widespread availability of advanced, high resolution digital cameras on modern smartphones, it's not uncommon to lose appreciation for what can come from a sitting at a talented photography studio. Although Final Focus is a digital studio, the Dubroffs haven't lost sight of their roots in film photography and the traditional, beautiful photos that film produced. Digital photography allows



Final Focus to show the subjects their photos as soon as they've been captured. This encourages the subject to have their own input in the process and helps them achieve the vision they have in mind. On top of this, digital photography allows for easy mass storage of data, but the benefits don't end there. Tasteful retouching in post-production ensures all photos meet Final Focus' perfectionist standards.

Along with being able to consistently achieve visually pleasing, creative photographs, Final Focus strives to capture something special about the subject and for each photo to be unique. From the moment you walk in, you are a friend of the Dubroffs and they will be completely dedicated to getting the perfect photo

for you. They place no limit on the length of the photoshoots and have a genuine passion - they enjoy photography and have had a connection with the medium from the start. However, the Dubroffs' beginnings were humbler than their modern, well-appointed studio of today. Initially Dick had picked up photography as a hobby, but he soon discovered he had a knack for it, and that Pam was the ideal partner. It wasn't long before they had developed a steady customer base. While the Dubroff studio was doing well, things only got better when Dick was inspired by the name of a sailboat he had seen - the Final Focus. At that point, they had a dream, a name, and the talent to back it up. The result? Picture perfect.