

Member news & Notes

BUSINESS SPOTLIGHT: **Lindy Powers Photography** BY COLIN HEFFINGER

» Images power our world. From nature to architecture to portrait photography, the images we see throughout our daily lives shape our perspectives. As our world becomes increasingly more digital, the importance of skillfully crafted portrait photography is critical to one's appearance online both professionally and non-professionally. Headshots and portraits are utilized to manage our own image campaign for LinkedIn and online. The pictures we use virtually to portray ourselves ultimately carve lasting first impressions.

Located on the outskirts of Wilmington, Lindy Powers Photography has specialized in providing clients with high-quality, professional portrait photography for nearly 40 years. Lindy Powers, founder of Lindy Powers Photography, has utilized her years of experience as a model and photographer to develop techniques to maximize depth in portrait photography and bring out the unique essence of each individual.

The photography process at Lindy Powers Photography goes above and beyond to focus on capturing unique and meaningful portraits. Preparation



highlights the focal points and angles that most effectively illuminate an individual's unique looks. Looking good and having depth leads to essence. Multiple images are important to making an impression on how you're perceived by others. Different clothes, varied expressions, and unique backgrounds provide a spectrum of different ways to view an individual. An investment for image quality is as important as everything else, making it a key marketing tool.

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"There's a lot of techniques we teach our subjects to learn how to be in this space for photography," Lindy explains. "When you're in front of people you want to know your best side, it's important to learn how to keep your eyes open without eyebrows and individual essence starts to show when someone is in the right position. It's important to have different images of a person instead of just one."

I recently experienced the portrait process first-hand. Lindy and her assistant put a tremendous amount of dedication into perfecting each shot. Every detail comes into play – the angles of the face, the width of the eyes, the styles of the clothing and the expressions portrayed. It really showed how much Lindy cares about the essence of each person.

"People will always need pictures," Lindy reflects. "We are image based. Our brains need pictures to think and visualize. The importance of image is paramount. Image is more and more prevalent and will continue to be so."