

Member Profile



EmeraldLight photography

EmeraldLight is a Salem based business that produces photographic images for the business community, as well as advertising and editorial clients nationwide. Their image quality is upscaled only by the attention to detail and customer service that they always offer.

Member Name: William E. Enos

SEDCOR Member Since: 2005

Address: 180 Commercial St. NE, Suite 2 – Salem, OR 97301

Website: www.emeraldlight.com

Business Description: We produce dynamic photographic images for the business, advertising and editorial communities.

Business Specialities: Commercial / industrial people from factory workers to CEO's captured in a working environment; architecture inside and out; residential to business.

Business History: Have been involved in the photographic and creative world since 1970. EmeraldLight was created in 1993.

Essential Business Philosophy: World class customer service.

Best Way to Stay Competitive: World class customer service and never compromising our image or business quality.

Yardstick of Success: If one of our clients gives us feedback that their company has improved their presence on the web and in print due to our efforts, I must say that feels pretty good. If additional revenue is realized by a customer due to a marketing campaign that involved our images, that is also a huge boost for our business psyche.

How does your company differ from your competition: Constant continuing education is a huge "must do" in the photographic world today and something that we are involved in many times a year. To further my knowledge of the art of photography through a master, or to have an expert in the technology sector teach the workings of the newest software, greatly enhances our position in the market. In addition, always updating to the latest technology to produce the highest quality product is also paramount to standing at the top.

What is most Challenging in Work: Paperwork . . . Not my strong point. I do however practice on a daily basis and hope to become a "paperwork guru" someday!

Best Business Decision: To sell all my beloved film equipment in early 2007 and become a 100% digital photographer. Pretty tough to do as 37 years in film creates a pretty strong personal bond.

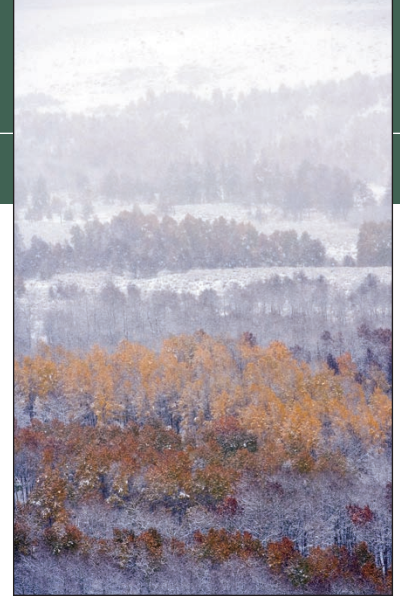
Toughest Business Decision:

After 911 the phone did not ring. In early 2002 I would pick up the phone once in awhile to make sure I still had a dial tone. By the middle of '02 I embarked on the biggest marketing campaign I had ever undertaken. Considering that money was in short supply, it was a little scary to spend it on an intangible product with "maybe" attached. The positive news . . . shortly after starting the program the phone got a little busier and by the end of the year life was good with quite a few new clients.

What Inspires you Professionally/Creatively: The phone call that delivers real positive feedback from a client does more for my professional and creative psyche than anything else. Without that reinforcement I would be very serious about a career change.

Company Affiliations: ASMP (American Society of Media Photographers) AIAP (American Institute of Architectural Photographers)

Major Clients: ATI Wah Chang, Polaris, Oregon Freeze-Dried Foods, Rosboro, Build It Green, Olsen Homes and Renovation, Kraft Custom Construction. 🏠



Steens Mountain - Eastern Oregon
Photo by Bill Enos

OREGON SYMPHONY COMES TO SALEM

2007-2008 | SEASON | POPS



A SENTIMENTAL JOURNEY WITH NORMAN LEYDEN

Norman Leyden: *Conductor*
Renee Cleland: *Vocalist*
Susannah Mars: *Vocalist*

Tuesday | April 22, 2008 | 8 pm



Laureate Associate Conductor Norman Leyden returns to the stage with his clarinet in hand to conduct a dazzling program of dearly loved pop standards. Joined by some of your favorite pops soloists, Norman revisits the unforgettable songs of Broadway and Hollywood, with the music of Cole Porter, Irving Berlin, Rodgers & Hammerstein and more.
Concert Sponsor: Morrow Equipment Company
SMITH AUDITORIUM - WILLAMETTE UNIV | SALEM
FOR TICKETS CALL | 1.800.992.8499 or visit any Safeway TicketsWest outlet or www.TicketsWest.com