

Bringing Out the

Beautiful in Business

BY ALYSSA LAFARO | PHOTO BY ENFOQUE IMAGES

"Do you need a job?" the wedding photographer asked.

"I'm sorry. I'm not trying to step on your toes," said the bridesmaid, who, up until this point, had been suggesting poses for the bride and groom in an effort to help the short-staffed professional.

"No, I'm serious. Do you need a job? I need an assistant."

That's when Jackie Vidler received her first official photography job with Ken Dwyer at his Baldwinsville studio. "I would create sets for his photography — senior portraits, baby pictures and things of that nature. He called me his artistic director," she told me. But the truth is, she "really fell in love with photography" when her daughter was born earlier that same year in 2008. "I realized how important it was to capture moments."

Today, Jackie is the owner of Enfoque Images, a photography studio that specializes in senior portraits and weddings — and boudoir photos. She first stumbled across this sexy photography in 2010. "When I found boudoir I was doing a search online for different types of photography, came across it and engulfed myself in it," she told me. "And I absolutely fell in love with the idea. Helping women feel sexy again. Helping women feel beautiful again."

Jackie was driven, in part, by her mother, who was diagnosed with breast cancer in 2003 — and then again in 2005. Her mother-in-law was also diagnosed in 2012. "I saw the struggles these women go through on a daily basis," she said, "whether it's physical scars from surgery or emotional scars. My mother felt like a train wreck and my mother-in-law felt lonely — both different types of feeling ugly. I fell in love with boudoir because I wanted to change this outlook for people."

Jackie fell in love with WBOC (Women Business Opportunities Connections) in a similar way — that is, by stumbling across it and engulfing herself in it. In 2011, she attended a WBOC ladies' night at bc restaurant in Armory Square upon the recommendation of a friend. "Donna Marsh was the first person who talked to me and my friend. She introduced us to everyone. We just absolutely hit it off with some many different people. *Everyone is so warm and welcoming.* I thought, *We have to continue to come.*"

It didn't take long for the women of WBOC to recognize Jackie's talent and ask her to be their official photographer. "I think it was Angie Renna who asked me to take pictures. The organization wanted to get pictures taken. They liked what I did, so they asked if I would like to be a full-blown member, but also the official photographer."

Through WBOC she has developed some "really awesome friendships" and gained quite a bit of business. "I've made partnerships with businesses that I can work alongside with," she told me. "For example, Allison Zales from Choose Change organized my space and helped me write a couple different pieces for brochures. Actually, I have done several business portraits for some of the women that are members of WBOC."

Whether it's a professional portrait or a boudoir photo, Jackie simply wants to help women feel beautiful again. In fact, that is her business philosophy. "God created every woman uniquely beautiful and I want to bring us back to that reality, away from society's twist on what beauty is. In one way or another, my clients always come back and thank me for bringing out a side of themselves they didn't see before. I absolutely love that."

Women Business Opportunities Connections (WBOC) is a non-profit organization that has been supporting the Syracuse and CNY area for more than 20 years. To become a member, visit wbconnection.org or follow the organization on Twitter at @WBOCconnection. Syracuse Woman Magazine is a signature sponsor of the WBOC.