

# Business Connection



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## Business Spotlight

### Photographer uses his gift to help others

**R**on Essex was the kid from a small town in middle America Ohio who wanted to become a photographer. "I still remember the dream I had at the age of 20 where I was a military photographer," said Essex. "It inspired me so much that when I woke, I went down to visit my local recruiter."

Essex graduated from the U.S. Air Force Still Photographic School in 1991 and was stationed at Elmendorf AFB, Alaska for four years. He then spent seven years in Minneapolis as an assistant photographer and was finally promoted to a food photographer while working at the General Mills Photography

Studio, taking photos for the Betty Crocker Cookbooks.

"At the same time, I was shooting food, I began a photo project of my own photographing the local art, music, skate, and BMX scene. That is where my style of photography began to emerge and where I began to blossom not only as a photographer, but as an artist," said Essex.

After living in Minneapolis for 10 years, Essex landed a full-time photography position in sunny California shooting for The Clorox Corporation. I had the opportunity to work on brands such as Glad, Hidden Valley Ranch, Brita, Burts Bees, Kingsford, PineSol, and many

more. "My work for Clorox is now seen all over the world in countries such as Saudi Arabia, Peru, Australia, China and Canada," said Essex.

Now, he is bringing all that experience and passion for photography to his own business: Ron Essex Photography, a commercial photography studio that specializes in creating high-quality imagery for businesses large and small. "When you hire me, you are hiring not just a guy with a camera, but you are hiring a highly experienced artisan who wants to exceed all your expectations."

"My business partner and wife,

Cledia Lopez, is the backbone of the business," said Essex. "She supports the business with managing all things other than photography. Our business would not be as successful without her direction and her unique talent for business."

"We have large production capabilities, but we can also work with smaller budgets by figuring out cost effective ways of creating content for our clients marketing needs." Learn more at [www.ronessexphotography.com](http://www.ronessexphotography.com).

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"My favorite part about being in this business is that my work makes a positive impact on businesses, people, and the community. I enjoy every experience I have as a photographer, from seeing new places to meeting new people, my natural curiosity guides my creative eye on every photography opportunity."