



What it's really like
Working With Us

**5 TIPS TO
#BRANDYOUBEAUTIFUL**

WHERE **WHAT**
YOU DO MEETS
WHO YOU ARE.
BEAUTIFULLY.

www.eyemaginationimaging.com

** This PDF only shows a few pages from the magazine. It does not include all pages



DYNAMIC, BEAUTIFUL PROFESSIONAL PORTRAITS *Captured with you in mind*

C - SUITE PICS

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EDITOR'S INTRO

How I reimagined traditional business “headshots”

Lydia Kearney Carlis, PhD

Founder and Principal Photographer
Eyemagination Imaging | C-Suite Pics

HOW I REIMAGINED TRADITIONAL BUSINESS HEADSHOTS

Welcome to C-Suite Pics!

I am a DC-based “edutographer” whose work aims to see what is, imagine what can be, and work creatively to get there together with my clients. I’m especially passionate about helping underserved children and female leaders of color envision and achieve their best selves. My introduction to photography was in a darkroom a few decades ago, but since I picked up my first digital camera in 2007 (a Nikon, if you’re wondering), my camera is my second favorite accessory -- right behind a fabulous statement necklace, of course!

I founded Eyemagination Imaging in 2009, offering lifestyle photography. I feel privileged to use my gift for photography to literally capture and preserve time for the interesting, diverse, talented, brilliant



individuals, families and organizations with whom I’m blessed to work. My tagline has always been “From personal to professional, eyemagine your best you”. A wonderful conference with which I’m affiliated, Flourish Conference for Women in Leadership, showed me just how prescient my tagline had been, and C-Suite Pics was born.

At the 2014 Cleveland Flourish Conference for Women in Leadership, I was so inspired by the stories of the keynote and executive chat speakers whose sessions I captured. When I went online to learn more about these dynamic executives, I saw beautiful women, flawless makeup, fantastic lighting, and boring backgrounds that looked identical across professionals. And that was IF these high-powered women even had a professional head shot. Because I attend quite a few conferences for my education research work, I eyemagined that I could get great on-location portraits of these women in much less time than it takes to go to a studio. And, when privileged to work with you for a longer, personalized session, the possibilities for awesomeness are endless!

Working with conferences, businesses, and individual executives, entrepreneurs, and creatives, C-Suite Pics captures corporate and nonprofit events with a purpose, and professional, dynamic “head shots”, in beautiful, noteworthy locations to help you -- busy leaders -- better communicate your unique brand. C-Suite Pics. Where what you do meets who you are. Beautifully.





MICHELLE JACKSON

MEET MICHELLE JACKSON. Michelle is a rock-loving (as in, geology) Chief Operations Officer. Getting a glimpse into Michelle's life helps to remind us that we have room for many varied interests in our own lives. Take a few minutes and get to know Michelle; you'll be glad you did!

What is your “day job”?

I am Chief Operations Officer of a multimedia software develop company.

Who were your heroes, or mentors?

Without a question, my grandmother and my mom were definitely my mentors. I never saw my mom or grandmom as being women who complained - they were problem-solvers.

They embodied everything about womanhood that it could be -- balancing family, work, and doing it all with such grace and making it look effortless...easy...natural.

not, the world is falling down.I remember my mother saying, “You can’t dictate that”. I would definitely change my approach earlier in life. This goes to having a certain level of confidence to follow your true north instincts earlier.

What do you do for you that brings you absolute joy or peace?

I take quiet moments for myself. As much as I am a family person, and very close with my family, and have a blessed network of good friends, I still take time for myself, by myself, to meditate, and reflect, and be centered.

*“When I’m uncomfortable,
I try to
embrace it and “lean in”. Eventually,
that uncomfortable space becomes
my new comfort zone.”*

That is what I’ve wanted for myself..to be a woman who is fully engaged and capable, effortlessly and with grace.

When did you decide you were an operations leader, that this would be your journey?

My career path chose me! The one thing I’ve learned to do in life is be open as to how it unfolds. I avoid being rigid. I have my guide...I have my true north, definitely...but I’ve found that, with time, the universe directs me where I should be.

If you weren’t a COO, what would life look like?

My wardrobe would be completely different! I love rocks, so I would be a geologist... or an economist. It would be night and day! I would be in a khaki wardrobe, and it would not be cute - that I know for sure!

If you had it all to do over again, would you do anything differently?

Yes, I would. This ties in with what I said earlier, about allowing the universe to unfold. I think I would allow the universe to unfold earlier. In my former life, I was very rigid. I have to do this. I have to do this by this date. If I’m

What would you like your epitaph to be?

I would love for it to say, “Practically perfect in every way!” (from Mary Poppins). Since it won’t be that, I hope it will read, “Someone who saw the best in everyone, and gave of herself to make everyone better.”

In one word, what is it that you want people to remember about you?

Giver.

Is there anything else you wish I’d asked you?

I wish you had asked if I have any personal mottos or creeds. One of the creeds I live by is “to be comfortable with being uncomfortable, because that is the only way that you grow”,which is a paraphrase from a Successories quote I found some time ago. I try to stretch my wings whenever possible. So, when I’m uncomfortable, I try to embrace it and “lean in”. Eventually, that uncomfortable space becomes my new comfort zone.



5 TIPS TO #BRANDYOUBEAUTIFUL

1

UNDERSTAND BRAND

Think about all of the things that make up your personal brand and what you want others to take away from a glance at your new professional portrait. Brainstorm some key words and phrases and bring them to your mini session. This simple step will help me personalize your session, from posing to backgrounds.

2

UNDERSTAND BODY

It's important that your look matches the image you're trying to convey. What you wear professionally on a daily basis is a great place to start. Structured tops with strong collars and necklines are always a great choice! Even though you'll mostly be shot from the shoulders up, it's important you're pulled together from head to toe—we will get a shot or two that are pulled back a bit to show off your entire look and the great venue.



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3

UNDERSTAND COLOR

A good rule of thumb is to pick a color you wear that yields lots of compliments! Typically, pastels (think peach, mint, or lavender) go well with outdoor scenes. Primary colors such as blue, red, and yellow match modern locations like a boutique hotel. Based on your brand and your choice of look, we may take a few shots indoors and outside in the immediate vicinity of the conference location.

4

ABOUT FACE

Simply put, be prepared to look like your best YOU. Wear your hair in a style you know is flattering, and one that can withstand a few hours of potentially fluctuating temperatures. Wear makeup you feel comfortable and glamorous in! One more thing, if you own contacts, please wear them! If not, please be prepared to take most poses with and without your prescription glasses. Save the accessories for a great statement necklace, not your designer shades or personality glasses (unless you make or sell glasses ☺).

5

FOLLOW ME!

I am excited to work with you BECAUSE you are an amazing leader. I believe that means you understand the value of your money and your time. We have 10 minutes together, which will allow us to capture some amazing images if you read and follow Tips 1-5, especially Tip 5 ☺! If I ask you to do anything that makes you uncomfortable (other than removing those pesky glasses...), please do let me know. But, please come prepared to relax and allow me to lead here. You will be glad you did!

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