

## BUSINESS OF THE MONTH – JANUARY 2022

### **Photoclix Photography and Skycam Video**

PHOTOGRAPHY! Adrian Martinez and his wife Amy have resided in Windcrest for 9 years. Mr. Martinez embodies the word entrepreneur and has opened and successfully operated over 8 businesses before he found his one true love.



### **Skycam Video**

Adrian stated that he has always had an interest in aviation, and in 1995 he obtained his pilot's license to fulfill his dreams and fly.

Drones had started becoming a popular way to do photography, so Adrian obtained his certification as an In-House FAA Part 107 Licensed Drone Photographer and started shooting Real Estate Photography.

To fly a drone for commercial purposes, you must have a Remote Pilot Certificate from the FAA, pass an Aeronautical Knowledge Test, and go through a Transportation Safety Administration (TSA) Security Screening.

Adrian expanded his Real Estate Photography to include other types of drone photography such as aerial photos, videos, 3d mapping, fly-throughs, and 360 tours, to name a few. Adrian has quite a collection of specialized Drones that allow him to provide various types of footage and photos dependent on his customer's needs.

## **Photoclix Photography**

After purchasing his first Nikon, Adrian developed his photo-taking skills. Photoclix Photography launched six years ago, and he provides photography services for Weddings, Graduations, Pet Photos, Events, Portfolios, Real Estate, Landscape, and Commercial and Industrial.

Adrian not only has a large home studio; he also specializes in on-location photos, and his services encompass all over South Texas.

What sets him apart from other businesses is his turnaround. Adrian states his average time for turnaround is 24 hours from the time he takes the photos. He offers competitive prices, and he feels that his most significant selling point is outstanding customer service.

Adrian stated that part of the recipe for awesome photos is composition - knowing how to position what is seen through the viewfinder to tell the client's story. Then there's posing. A professional photographer knows how to talk to their subjects to direct them where and how he wants them. The correct placement of a hand or the slightest tilt of the head can make the difference between just an ordinary snapshot and a *great photo*. A solid understanding of lighting and color is an absolute must, as well. All these things take knowledge and skill, hours and hours of practice and experience, and of course, plenty of self-confidence. And let's not forget the editing skills that come afterward. Today, all photos go through an editing process before providing them to a client.

## **STORY....**

When Covid hit, Adrian stated that he was looking for ways to continue to provide services. With graduation quickly approaching, everyone was looking for a way to ensure that their moments of walking the stage were captured. At that time, Adrian was working freelance with another company, and someone suggested that they try to set up a "Drive-Through Graduation" so graduates wouldn't have to miss walking the stage. The group talked to a local east side school district, developing the plan. How did they do it, you ask?

Each graduate was allowed to have one vehicle filled with family members. When the graduate's name was called, the car would then drive up to the area to watch the graduate receiving their diplomas. Then as the graduate exited the stage, the vehicle would then follow (at a safe distance) to a particular canopy area and watch the graduate have their photo taken with their cap, gown, and Diploma. All graduates were able to walk the stage while maintaining a safe distance.

**Photoclix Photography is all about making lasting memories.**

Photoclix Photography and Skycam Video welcome the opportunity to add you to their list of delighted customers. Give him a call; you won't be disappointed!



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