

Summer Company 2017: Tasha Norman True North Photography



For 15-year-old Tasha Norman, the entrepreneurial blood was running through her veins before she even joined the summer company program and launched her photography business, True North Photography.

Tasha's parents own an event planning business so she was introduced to the entrepreneurial lifestyle at a young age and plans to pursue her passion in the same way her family has.

She decided the summer company program would be a great way to start planning for her future.

"I heard about it through my brother," she says. "He did the program last year. And I really enjoy doing photography and I want to do it after post-secondary as well so I thought it was a good way to get a company started to have after post-secondary and in the future."

Her photography business is focused on small weddings as well as selling her nature and landscape photography at the Kingston Public Market and Women's Arts Festival.

"I do value photography so mine is kind of cheaper than other photographers that are out there. So I was aiming towards people who are more having five or seven people at their wedding instead of 200 to 300."

She says she quickly learned owning a business takes more than just putting up a Facebook page, though social media was a big way she was able to network with the community.

Tasha connected with wedding and photography groups on Facebook and took advantage of her parents' business to reach out to some of their wedding clients. She booked a total of four weddings throughout the summer.

The market was also a huge success and brought in the majority of her profit. She says the overall reaction from the community in regards to her photography business was nothing but positivity.

"It was a really good response, especially at the market," she says. "(It was) a lot of people telling me my work was very nice and that they love how I'm showing Kingston in my work.... My Facebook reviews are really positive as well."

Part of one wedding review reads: "We'd wholeheartedly recommend her to anyone in need of a pro!"

Though the summer has come to an end, Tasha's business is still up and running throughout the school year.

"I'm hoping to start doing more Christmas-y type things at the market," she says.

As for her future after high school, she's got it all planned out.

"I hope to go to Humber. They have a two-year photography program and then (I'll) just continue running my business and building it up."

So if all goes to plan, True North Photography will be running long and free.

