

# THE **edge** **Business Spotlight**

CONNECTION



## HNC Prints Photography

HNC Prints Photography is a photography service that travels to you! HNC offers a myriad of professional photography services including children and family portraits, pets, events, graduation photos, headshots and landscapes. HNC offers affordable pricing making quality photos accessible to most individuals and families.

### Contact HNC Prints Photography Today!

**Online:** <http://hncprintsphotography.com>

**Phone:** 678-665-1012

**Email:** [heather@hncprintsphotography.com](mailto:heather@hncprintsphotography.com)



### Meet the Owner: Heather Croas

Heather Croas is the owner of HNC Prints Photography. From a very young age, Heather had a passion for photography. The inspiration behind turning her passion into a career came from the death of her grandfather. During that time, Heather struggled with his death and had also lost her job. Her grandfather had always encouraged her to start her own photography business and she knew that this was the time to do it.

Heather, like many entrepreneurs, started her journey with limited financial resources. She owned a camera, a computer and possessed some basic computer skills; but with a little help from a photographer friend and support from her parents, she was able to create HNC Prints Photography. She found out about The Edge Connection through her job coach at Briggs and Associates. She attended an information session and in her words, “everything happened so quickly.” Heather has now completed her business plan, obtained her LLC and launched her website.

Unlike most traditional photography businesses, HNC Prints is a traveling photography business. Customers have the convenience of using HNC services wherever they are or wherever their special moments are taking place. In addition to convenience, HNC Prints specializes in “Lifestyle” photography – capturing the most candid moments of a client’s special day. HNC Prints Photography currently reaches customers through its Facebook page.

Photography has been an outlet for Heather and is the way she expresses herself to the world. She states, “I love photography. I love capturing a moment, a truth, an emotion, and sharing it with others. I love making permanent those beautiful, fleeting magical moments.” She has turned that outlet and her talented vision into a successful business.

### HNC Prints Photography Vision for the Future:

“I have plans to start a line of greeting cards, notecards, calendars and other paper products featuring some of my artistic work. One of my major goals is to open a brick & mortar art gallery, with a studio attached, where peers (people who struggle with mental illness) can display and potentially sell their work in an effort to help fight the stigma associated with mental illness. I also hope to eventually be able to work as a stills photographer for film and television productions.”