

Wise

WOMEN IGNITING THE SPIRIT
OF ENTREPRENEURSHIP

FEATURED ENTREPRENEUR

Janet Detota

Owner, Janet Lee Photography
& Safe and Sound Cat Sitting

Many people take a photography class in high school, but few end up following that as a career path. The same went for Janet Detota, who never envisioned herself becoming an entrepreneur, let alone a professional photographer. Beginning her career in the insurance industry, Janet soon realized she needed a creative outlet—a 9-to-5 desk job wasn't for her.

Opening a fabric art business and part-time cat sitting service, Janet renewed her creativity. In her spare time, she was taking photos of her children at home and would always document family functions. Soon, friends and relatives started praising her photos—her natural entrepreneurial instinct kicked in, and she realized that her passion for making meaningful images could be her next business venture.

Keeping the cat sitting business to part-time hours, Janet delved deep into the world of photography. From online message boards, classes, shooting countless pictures, and hours in front of the computer trying new editing

techniques, she spent much of her time becoming a master at her craft. "Needing to eat and sleep was quite inconvenient," she recalls. Janet built her portfolio and experimented with new techniques by capturing images of children, nature, and cats—subjects she had readily at hand.

Because her focus is on exceptional customer service (including in-person consults with clients before and after a session), Janet's goals are to build a rapport and learn what her client's plans are for the images and assist in bringing them to completion. She wants her clients to see the images they create together as art and not just photographs, and hopes they will display them in their home to enjoy every day.

Janet encourages people to trust their instincts, whether starting a new business or making a tough decision. Heeding her own advice, she is turning her love of photography into a growing business!



*wise words
of wisdom...*

*"Trust your instincts."
— Janet Detota*

WISE HAPPENINGS:

Women's Roundtable Discussions

WHEN: September 19, 12:00 - 1:00PM

WHERE: WISE Women's Business Center at The Tech Garden, 235 Harrison St., Syracuse

As a woman in business, you value the support of other women professionals. Talk out the challenges with 10 other women over lunch!

TechSpeak for Entrepreneurs

WHEN: September 20-21, 8:00AM - 5:00PM

WHERE: New York City

Learn to communicate with, understand, and manage your technology teams and projects. Led by WISE speaker Nelly Yusupova.

The Building Blocks for Starting a Business

WHEN: September 26, 5:30 - 7:00PM

WHERE: WISE Women's Business Center at The Tech Garden, 235 Harrison St., Syracuse

You are unique! And so is your business idea! But how can you translate all of that into a business?

A women's business center... run for women, by women.

WISE Women's Business Center // The Tech Garden // 235 Harrison St. // Syracuse, NY 13205 // (315) 443-8634 // jmlenwea@syr.edu

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A PROGRAM OF THE FALCONE CENTER FOR ENTREPRENEURSHIP AT SYRACUSE UNIVERSITY

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