

# wise

WOMEN IGNITING THE SPIRIT  
OF ENTREPRENEURSHIP

## FEATURED ENTREPRENEUR

**Caitlyn Bom**

Owner and Shutter Master, Syracuse Boudoir  
Photography by Caitlyn Bom

A career in the photography industry was never in Caitlyn Bom's life plan. Ironically enough, at the end of a mandated art class in seventh grade, Caitlyn told her teacher that she would never take art again because it wasn't something that a 'grade' could be assigned to. After her college career, she expected she was going to become an English teacher.

After graduating college and planning for a career as an English teacher, Caitlyn was seeking employment and working three different jobs simultaneously. She picked up photography as a hobby to escape from her day-to-day schedule. After being approached by an acquaintance to shoot her upcoming wedding, Caitlyn initially wanted to say no. She didn't have much experience or formal training in photography and had never even attended a wedding before. However, she took on the challenge headfirst and successfully shot her first wedding. After posting the photos on social media, Caitlyn almost immediately got two more clients.

PHOTO BY CINDY BELL PHOTOGRAPHY  
PAGE DESIGN BY ISCA DESIGN STUDIO

After building a website and booking weddings for the entire next season, she began to be approached by previous clients to do boudoir-style photo shoots, sometimes for a gift and others for themselves. Ultimately, this gap in the market was what inspired Caitlyn to launch Syracuse Boudoir, a new component to her already-successful photography business. "The reason I started to focus on women is because they never put the focus on themselves – it's always about their family, their career, making others happy," she says. "It's about empowering women."

Wanting women to feel confident, sexy and be pampered for a day, Caitlyn began her venture into boudoir photography. Knowing that the subject can be difficult for women to talk about, let alone actually try, Caitlyn views it as an opportunity. "I want a woman in her session to realize that she is strong and has the power to be herself."

Caitlyn has many ideas for the future of her business and what she wants to create. "If my business stops growing and evolving, there's no point in doing this anymore," she says.



*wise words  
of wisdom...*

**"A girl should be two things –  
who and what she wants."**

– Caitlyn Bom via Coco Chanel

## WISE HAPPENINGS:

► Check out [wiseconference.com/events](http://wiseconference.com/events) for a complete list of upcoming events!

### The Building Blocks for Starting a Business

June 3, 12:00 - 1:00PM  
June 18, 5:30 - 7:00PM

### Accounting for Start-up Entrepreneurs

June 10, 1:00 - 2:30PM

### Meet the Entrepreneur Series

June 17, 12:00 - 1:00PM

### Ask the Attorneys: All of Your Legal Questions Answered

June 24, 12:00 - 1:30PM

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

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202

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