

# Smile!

## You're a success!

By Matthew S. Robinson

**A**s digital technology continues to take over the marketplace, it becomes more and more difficult to find a niche and to make a mark. In a cutthroat sector like digital photography, who your friends are can make all the difference.

For Newton's EveryoneSmile.com ([www.everyonesmile.com](http://www.everyonesmile.com)), it has been the founders' personal connections that have helped make the company financially successful.

Cousins Adam Riemer and Mark Paresky began working together while students at Beaver Country Day School in Newton.

"We started renting ourselves out as disc jockeys for dances at a local school," Riemer recalls. "After a few years of that, we started making video yearbooks that we sold to the parents."

Such projects were a natural for Riemer because, in addition to music, he was also passionate about

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**EveryoneSmile.com**™

# SMILE! YOU'RE A SUCCESS

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photography.

"I have always seen a lot of value in the visual image," he says. "That is what helped lead me to start this company."

At Ithaca College, Riemer continued to pursue his media passions, both as a deejay for Ithaca's radio station, as a photographer for The Ithacan and as a videographer at New England Cable News. Upon graduation, Riemer landed a gig at MTV.

"That was where I really got to see some talented photographers and producers do their thing," Riemer says. "I got to work with music and photography while developing my business sense, and I also learned about how people use visual images to share important moments in their lives."

These lessons and connections helped Riemer get EveryoneSmile.com off the ground.

"I started taking photos of people at bars and clubs and corporate events," Riemer recalls. "The next day, people

could go online and see their photos on our site. It was very popular -- especially with the club owners."

As the business quickly grew, Riemer also renewed his professional relationship with Paresky.

"Mark had been at J.P. Morgan and knew finances," Riemer explains, "and as we had worked together as deejays, we knew we made a good team."

Having reestablished ties to one former partner, Riemer began to look for other friends and colleagues to help. Among those he reached out to were his friends in the music and entertainment industry.

"We now provide cameras for the fan clubs of bands like Aerosmith and Christina Aguilera," Riemer explains. "The members can take pictures of themselves with the bands backstage, and then send the photos to special (Web) sites where they can look at their own pictures and also pictures taken by other club members."

EveryoneSmile.com also forged partnerships with other camera-

ready entities, including a cruise line and a number of wedding and event planners. The company also does charity work, including giving away hundreds of cameras to underprivileged children live on "The Today Show" and providing cameras and photographers to the Maccabi Games at the Greater Boston Jewish Community Center in Newton.

"We are also working on connecting with summer camps and other programs," Riemer says.

While his connections and charitable proclivities may have helped promote his company, Riemer also attributes his success to good business sense.

"We charge less per picture than many other Internet-based photo processors," Riemer explains, "and we also offer our customers more choices."

In fact, Riemer says, EveryoneSmile.com offers over 50 products - from key chains to cakes - on which customers can have their photos printed.

"We are constantly looking for new

options to bring on," he says. "We want to do all we can to give the customer what they need."

While he is always looking for ways to expand, Riemer suggests that the key to any successful business is personal attention.

"It's great to be known all over," he says, "but we definitely enjoy being able to contact our customers directly, so being small has its benefits."

So whether it is taking pictures of a private party or donating free prints to each of the 25,000 participants in the Race for the Cure breast cancer fundraiser, Riemer has one common goal in mind.

"These are special events," Riemer explains, "and we want people to be able to remember them."

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