

NEWTON

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M A G A Z I N E • Y O U R C O M M U N I T Y F O R U M

Smile for the camera

Entrepreneur's success snapshot

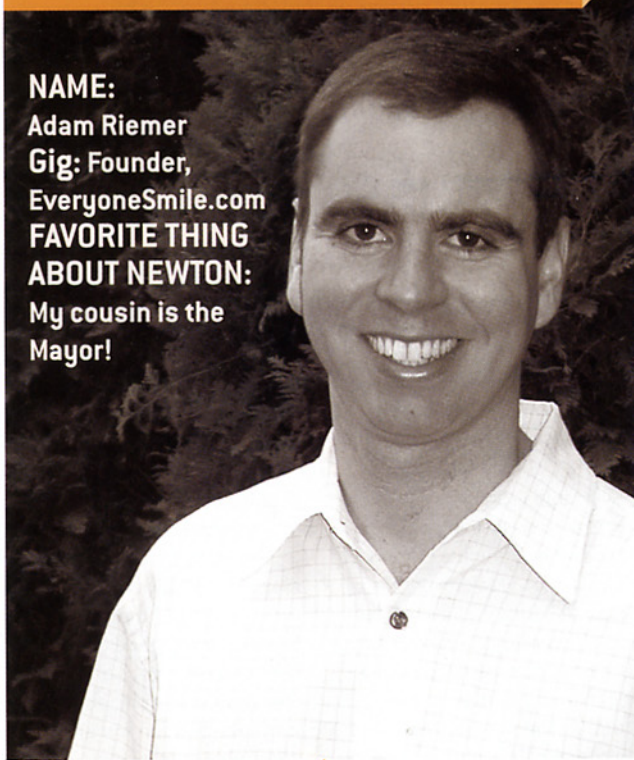
NAME:

Adam Riemer

Gig: Founder,
EveryoneSmile.com

**FAVORITE THING
ABOUT NEWTON:**

My cousin is the
Mayor!



**FOR AS LONG AS HE
CAN REMEMBER, ADAM RIEMER
HAS LOVED BEING CREATIVE AND
MAKING PEOPLE SMILE.**

"My parents always said that if you find creative outlets, you will never be bored in life," he explains. "I find that to be very true. I also enjoy the challenge of creating and developing something that never existed before. And I like to see people happy!"

While a student at Beaver Country Day School, Riemer and his cousin Mark Paresky began renting themselves out as disc jockeys.

"We started doing a sixth grade dance at a local school," Riemer recalls. "After a few years of that, we started making video year-books that we sold to the parents." Soon the two of them expanded to bar mitzvahs, weddings, and other events. Riemer and his team put together a successful part-time business. "And the funny part," Riemer says, "is that my cousin and I are business partners again!"

In addition to being passionate about music, Riemer has long been an avid photographer. While at Beaver, he won a photo contest sponsored by *The Boston Globe*.

"I have always seen a lot of value in the visual image," he says. At *Ithaca College* (where he studied media management, photography, television, and radio), Riemer continued to pursue his artistic passions. As a DJ for Ithaca's radio station, he interviewed the diverse likes of Adam Sandler, Bo Diddley and Oliver North. During the summers, Riemer interned at Boston's WZLX and WBCN. He also took photographs for *The Ithacan* and began to do video work 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, recalling time spent working on such popular programs as *MTV Unplugged*, the

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Video Music Awards and the afternoon dance show *The Grind*.

"I had done a lot of traveling shows," he says, "so when *The Grind* went on the road, they asked me to work on it. We went to places like Hawaii and Vegas and Jamaica. It was a good time!"

MTV was also a great match for Riemer because it allowed him an opportunity to combine many of his passions.

"I got to work with music and photography while developing my business sense," he says. "I also learned about how people use visual images to share important moments in their lives."

OUT ON HIS OWN

With this training and knowledge under his belt, Riemer decided to strike out on his own once more. "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. They could then order prints or put the pictures on gifts! It was very popular, especially with the club owners."

As the business quickly grew, Riemer called upon his former partner Mark. "Mark had been at J.P. Morgan and knew finances," Riemer explains, "and as we had worked together as DJs, we knew we made a good team."

When it came time to think up a name for the new venture, it seemed to come more naturally than at least most others.

"The name *EveryoneSmile.com* came about because it's what you

say when you take pictures," Riemer explains. "Besides, 'Smile.com' was already being used by a dentist."

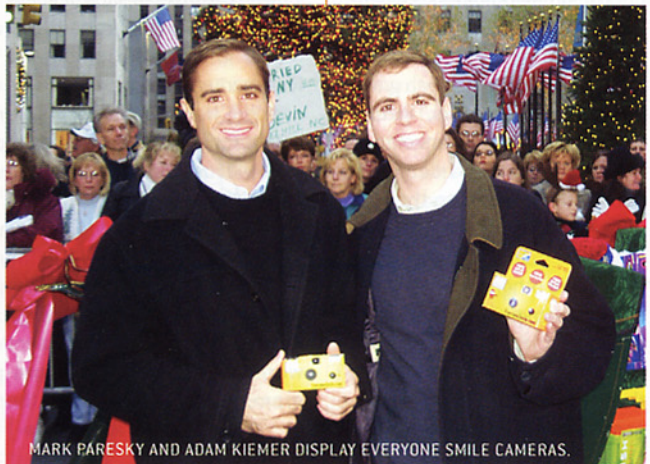
In recent months, Andy and Mark have been working to get the word out about *EveryoneSmile.com*. Fortunately, they have had a lot of help.

"A lot of the people we took pictures of in the bars have told their friends about us," Riemer says. "We were also on *The Today Show* and *Rosie O'Donnell's* last show." Riemer has also been able to forge some key relationships, including one with *Aero-Force One*, the official fan club of legendary local band *Aerosmith*.

"We provide the cameras that their fan club members use backstage," Riemer explains. "We then archive all the photos so fans can share them." Other large clients include *Gray Line Tours* and Boston's own famed event planner *Yolanda*. About a year ago, *EveryoneSmile.com* inked a deal with a destination wedding company that puts entire wedding parties on cruises.

"They also use our cameras and our system so that guests can see themselves as quickly and as clearly as possible," Riemer explains, citing *EveryoneSmile.com's* industry-leading processing lab. "Customers receive great prints and we offer over 50 products they can have their photos put on, from t-shirts to cookies."

In this way, Riemer says, people can either share their photos [CONTINUED ON PAGE 71]



MARK PARESKY AND ADAM KIEMER DISPLAY EVERYONE SMILE CAMERAS.

[HOT FINDS CONTINUED FROM PAGE 16]

electronically or as a print, keepsake, or snack.

"We offer more items than almost anybody else," he says. "And we are always brining on more."


As the company expands, so too does its circle of friends. Having given away hundreds of cameras to underprivileged children live on *The Today Show*, *EveryoneSmile.com* also donated free prints to each of the 25,000 participants in last year's *Race for the Cure* breast cancer fundraiser. This summer, they will be providing cameras and photographers to New York's

Museum of Jewish Heritage and to the *Maccabi Games* held at the *Greater Boston Jewish Community Center* in Newton.

"We are currently working on starting partnerships with summer camps and other programs," Riemer says.

In the meantime, Riemer is happy to be a small, more personalized business. "We definitely enjoy being able to contact our customers directly," Riemer says, "so being small has its benefits."

Even so, Riemer is always happy to have a new customer.

"We are providing a happy service," he suggests. "The world is so uncertain these days, it is more important than ever to preserve memories and to smile!" 



EveryoneSmile.com™