

LeBlanc Studios Company Backgrounder

“My clients made me do it.”

Founded by Stephen LeBlanc in 1980, LeBlanc Studios is a turnkey creative studio in Sarasota, Fla. offering commercial photography, professional portraiture and comprehensive marketing services. Its valued clients are to thank for its growth throughout the years.

A Louisiana native, LeBlanc has loved creating images since he was just a child. With a darkroom set up at home, his father introduced him to photography and photographic processes at the age of 12.

“When my dad showed me how an image can come to life in a darkroom tray, that blew me away,” said LeBlanc. “I’ll never forget it. It was like magic.”

It wasn’t until several years later, however, that LeBlanc discovered his own keen eye for the art while pursuing another passion: scuba diving. As a scuba instructor for the YMCA, he began creating images of underwater flora and fauna while on dive trips in the Caribbean. Though 80 feet below the water’s surface and confronted with currents, sharks and the need to maintain an air supply, LeBlanc was very comfortable. After much praise of the images he was capturing in this challenging environment, he decided to take the level of comfort and concentration he felt under water onto land.

With several business-to-business opportunities presenting themselves, LeBlanc’s initial focus was commercial photography. He began working with small businesses in the area of his then hometown, Houston, Texas. His first project was for a local salon owner who needed images to market the salon. In a few years as his self-honed abilities and reputation grew, he secured opportunities on a national level with such well-known companies as American Airlines, Arthur Andersen, Burger King, Hospital Corporation of America (HCA), Humana and Tropicana, and was featured on the cover and in articles of many magazines.

“My professional career in photography began when I realized that there was a demand for someone who could deliver valuable commercial images time and time again,” LeBlanc says. “I had the passion and drive to get it done. But even then, it was all about the client and making sure their needs were satisfied.”

In 1985, shortly after arriving in Florida, LeBlanc expanded his services to include creative portraiture. With frequent requests from friends and family, his experience in this niche began as a labor of love. But his passion grew, and he found the key ability to not only create great images of his clients but to also connect with them emotionally so they thoroughly enjoy the portrait experience.

“It is so great to get up every day and know you are going to create images that are not only going to be enjoyed in the present but also treasured and passed down through generations,” LeBlanc says. “I tell my clients the images I create for them are only on loan because their children and grandchildren will want them for their own homes one day.”

LeBlanc’s niche in commercial photography opened another opportunity as well. In 1987, with many clients asking how to use their business images and where to get collateral materials, LeBlanc became their solution. By working with the best marketing minds in the area, he quickly learned the ropes of marketing and expanded his business to offer comprehensive marketing services.

“Much like today, I found then that there was a real need out there for marketing. My clients wanted to incorporate the images I created for them into brochures and other marketing material. Not sure where to turn, they were frustrated with the lack of available services in the area,” LeBlanc said. “It was their needs that propelled the Studio into a new direction.”

Today, with five team members, the Studio offers turnkey photography and creative services, including image enhancement, printing, video production, public relations and account coordination, to businesses and individuals in the Sarasota area.

“For years I’ve said ‘My clients made me do it.’” says LeBlanc. “It’s the needs of our clients that inspired us to evolve into the full-service creative studio it is today.”

Address: 3103 Fruitville Road; Sarasota, Fla. 34327

Phone/Fax: 941.362.8888/941.362-3996

Website: www.LeBlancStudios.com

Media Contact: Andrea Dennis, 941-448-8249

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