



email this print this

TEXT SIZE: A A A A

Posted on Wed, Dec. 12, 2007

## Susan Beard

By Marilyn Russell  
Mornings at 95.7 Ben FM

As technology puts us all behind the lens, either via cell phone, or that new sleek digital camera on your wish list, it's easy to think we're all the next Annie Leibovitz. But photography is an art, and in spite of how cool it is to download your photos to Facebook or your video shenanigans directly to youtube, some things are best handled by the professionals. Photographer, Susan Beard began her Design Studio back in 1990 and was very well established when I was lucky enough to sit for her back in 1999. What struck me then, was how Susan connected so personally, getting me to open up and relax. The moment I mentioned my son, she snapped the shot, capturing the smile in the photo that speaks volumes. Susan's vision for the studio incorporates a dynamic formula, the results of which are images that are alive, captivating the "decisive moment" whether the subject is a lively celebration, a commercial portrait, or a momentous event. Plus, there's this amazing new technique she and her artists have incorporated into her new business called Waxworks, that's a unique project line of encaustic painting on wood and paper utilizing your original photograph. A great last minute gift. Details at: [www.waxworkshot.com](http://www.waxworkshot.com).



Susan Beard.

### RELATED STORIES

- Nominate a Woman of the Week

### SAVE AND SHARE



WOTW: How did you get started down this career path?

Susan: I have been shooting since I was 15 years old, taking classes at Moore College of Art and then going to college for my BFA in fine art. So I basically decided my career path pretty early on.

WOTW: What would you say is the best thing about what you do?

Susan: Meeting new people.

WOTW: What have you enjoyed most about starting your own firm?

Susan: The freedom and control it affords me...yes...you think I have issues?

WOTW: What is the most difficult thing to accomplish?

Susan: Creating time for myself...my clients always come first.

WOTW: Of what are you most proud?

Susan: Teaching artists and photographers a trade, so they can become independent and successful.

WOTW: Describe your overall philosophy and how you utilize it with your responsibilities at work.

Susan: My philosophy is simply "whatever it takes"...I will get it done...I love and thrive on challenges.

WOTW: If you could change one thing in our world, what would it be?

Susan: I would want all humans to be happy, and with that, all good would follow. So theoretically, there would be no war, hunger or hatred.

WOTW: What's your guilty pleasure?

Susan: Just enjoy, no guilt, you only live once!

WOTW: What CD or book would you want with you on the deserted island?

Susan: Bob Marley...dance the day away. I spend a lot of time in the British Virgin Islands because my boyfriend lives there.

WOTW: What advice would you share with someone starting out?

Susan: Are you ready to work hard? If not, you may want to consider another field.

WOTW: What's the next challenge?

Susan: Growing my new business WAXWORKS, a product line of encaustic painting on wood and paper, and of course, to brand it world-wide.

Susan's work has been highlighted at countless galleries and art shows throughout the region over the years. Most recently she was awarded second place in the Mayfair Juried Exhibition. Additionally, her work was selected for the renowned Phillip's Mill Photographic Juried Exhibition in New Hope, Pennsylvania. She was awarded the Elizabeth Schuman Memorial Award for photographic excellence. Her work has been featured in Philadelphia Magazine, Elegant Weddings, and Philadelphia weddings.

Have a wonderful holiday season, and if you're looking for just one more last-minute treasure...head to her website, [www.susanbearddesign.com](http://www.susanbearddesign.com). Contact me at [Marilyn@957benfm.com](mailto:Marilyn@957benfm.com).

### Sponsored Results

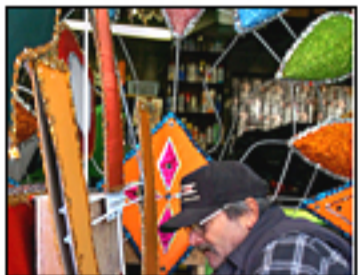
#### 8,000.00 + Per Month

Placing this stupid ad! Can you do this?  
[www.250KTHISYEAR.com](http://www.250KTHISYEAR.com)

#### Completely Free Xbox 360

That's right. A free Xbox 360 Elite delivered to your door. No joke.  
[www.Vestuma.com](http://www.Vestuma.com)

## TODAY ON PHILLY.COM



Rarity: new mummers bands set to strut



Philly Uncorked: picking champagne



Joe Sixpack: the year in beer



Sam Donnellon: College football's delay of fame

Welcome Guest | Register | Sign In



### Today's Most Viewed

### Most Emailed

- Impeach Cheney now
- Mischa Barton Is Arrested on DUI
- Fasten the seat belts for McNabb's vacation
- In aftermath of shooting, Evans fears for safety
- Hubba-hubba! They're pit-bull lovas

» More Most Viewed

### MOST VIEWED IN THIS SECTION

- Andrea Collins Smith
- Boy without dad seeks love in new stepfamily
- Kimberly Garrison | Sour side of a sweet experience: Pregnancy and diabetes
- Up rising
- Susan Beard

### LATEST STORIES IN THIS SECTION

- Top regional attractions 2:09am
- If midnight's too late, how about noon? 2:09am  
By Kristin Granero
- Events for the family 2:09am
- Up rising 12/27/2007  
By Elizabeth Wellington
- Kimberly Garrison | Test your knowledge 12/27/2007

### Top Jobs Top Homes Top Cars

SEARCH JOBS  find »

### PHILLY.COM PROMOTIONS

### PHILLY.COM STORE »



Buy Inquirer, Daily News & Philly merchandise here including:

- Apparel
- Books
- Movies
- Page Reprints
- Photos

### TICKET OFFERS

#### COMCAST TIX »

- Concert: Diana Ross
- Concert: Blue Man Group
- Concert: Ozzy Osbourne

#### OTHER OFFERS »

- Concert: Ani Defranco
- Concert: Marilyn Manson
- Concert: Lenny Kravitz

### SITEMAP

#### PHILLY.COM »

- News
- Business
- Sports
- Entertainment
- Living
- Restaurants & Food
- Travel

#### SITE SERVICES

- Advertise on Philly.com
- View print ads/special sections

#### THE INQUIRER »

- News
- Front Page
- Sports
- Business
- Obituaries
- Arts & Entertainment
- Food, Home & Life
- Health & Science
- Education
- Opinion
- Blogs & Columns
- Look & Listen

#### DAILY NEWS »

- City & Local
- Sports
- Yo! Features
- Columnists
- Daily News Opinion
- Photos
- Multimedia
- National News
- Obituaries

#### CLASSIFIEDS

- Jobs
- Cars
- Real Estate
- Apartments
- Marketplace
- Celebrations

#### PARTNERS

- The Trend
- Active Adult Housing
- Beach and Bay Homes
- Homes and Living
- Homes and Living - Ocean County
- Communities Magazine
- Employment Weekly
- Taste of Philadelphia
- Philly Neighborhoods