



Small Business Development Center Clarion University

Helping businesses start, grow, and prosper.



"I knew how I wanted to expand my business but the SBDC helped me effectively communicate it in my business plan. The SBDC was instrumental to my success in the business plan competition"

-Bri Nellis

BRI NELLIS PHOTOGRAPHY

Bri Nellis
110 Oak Ridge Drive
Clarion, PA
Clarion County
www.brinellisphotography.com

Industry: Photographic Services

Year Founded: 2011

SBDC Assistance: Business Plan

Additional Partners
Pennsylvania State System of Higher Education (PaSSHE)
Clarion University
Entrepreneurial Leadership Center

Clarion University SBDC
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Student Business Plan Winner!

Capture Moments that become Memories

Bri Nellis Photography was established in 2011 when her love of sports carried over to her interest in photography. Her business started in high school when she followed her high school football team with a focus of capturing the great plays of the game along with the off the field moments on the side lines the fans rarely see.

Over the next six years she gained a recognition for her eye appealing pictures.

She started selling her pictures and also used them to create a memory book for the football team's season and a highlight video. Her memory books were awarded the National High School Sports Publication Award four years in a row.

While in college, Bri expanded her photography services to include more high school sports teams, individuals, couples, and families. She was contracted by regional newspapers for event coverage, and by businesses for digital marketing needs for online, website, and print materials.



L to R: Chancellor Frank Brogan, Bri Nellis, Dr Karen Whitney, Clarion University President

In her final semester at Clarion University, Ms. Nellis entered the Pennsylvania State System of Higher Education (PASSHE) Student Business Plan Competition. With her plans to expand her business services, she was awarded 2nd place In the Business Competition and received \$5,000. These funds helped Ms. Nellis purchase new equipment as she started to tap into the Pittsburgh market and offer drone photography services. Her assistance from the Clarion University SBDC impacted her success in this business plan competition.

Today Ms. Nellis continues to build her business in western Pennsylvania. Although it is still a part-time business, her services are integrated into her full-time work at SPARQ Design, a digital marketing agency in Wexford, Pennsylvania. In 2018 she plans to secure more sports photography work at the college level and with semi-professional sports teams, and obtain the certification to offer drone photography services. She will continue to offer on-site photography for individuals and families and commercial photography services for newspaper, website, social media, and print media advertising.

Success Story