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Your Image is Our Business

Interview & Biography **BETH SOWELL, CMP**

Date of Birth:

10 Oct, 1974

Birthplace:

Gastonia, NC (birthplace)

Hometown:

Mt. Holly, NC (hometown)

Family:

James Sowell, husband
Brennan W Sowell, son

Trade Mark:

Pays a little TOO much attention to detail!

Hidden Talents:

I can find anything online! No matter how obscure the information, I can find it. If I don't know much about a topic, I look it up and educate myself. I guess for that reason I'm full of useless bits of knowledge about all sorts of topics.

Inspiration:

When I was a little girl my dad told me at least a million times that I could do anything that I set my mind to. It became a game, I would try to think up the most outrageous occupations that I could imagine and he would always agree that I could do it if I really tried. I remember asking him if he thought I could be a tightrope walker in the circus and he said, "Of course, just work on your balance and practice." Basically I believe that I'm finally living up to all that confidence that he had in me.

I'm the middle child, and only daughter. I learned to be the diplomatic peacemaker and to always try to make everyone else happy. That has really served me well in the business world, especially in planning meetings and events. I think about the attendees and what they will need to really enjoy the event, or get the most out of the sales meeting.

Career History:

My career has been a gradual progression of events that led up to this moment. I started out as a Traffic Manager, doing paperwork for international shipments, but left there for a job at a transportation company playing on my shipping experience in the past. That same experience landed me a job at Baker & Taylor where I spent a short time as the assistant in their conventions department. I moved up to being a Meeting & Trade Show Planner and basically was given the amazing opportunity to learn the job while on the job. It was a great experience for me and I spent 7 years with the company.

My inspiration to learn to edit videos came with our dream of assisting Hospice with End-of-Life videos. I found out that video editing was a great creative outlet for me and I developed that talent with training in various locations and update myself on new trends in the industry as often as possible.

Hobbies:

I LOVE to read! As a kid, when school was out for the summer I would read a book in a day or two. Between trips the library, when I ran out of books I would read the romance novels that my Mother left lying around in the house and in the box under her bed. I really hate romance novels now.

I would still rather read a book than watch a movie. In fact, I like to make it my goal to read every book before I see the movie. When I saw "Cold Mountain" I loved the movie, so when I found out it was a book, I had to read it. I can say that Charles Frazier is probably one the best authors who has ever deigned to pick up a pen and write. He has completely mastered the English language and can spin a tale that makes it impossible to put down the book.

Education:

My formal business education began with Gaston College and ended at Belmont Abbey. I also have a Certified Meeting Professional designation, which I earned after taking the Meeting & Event Planning Certification courses at the University of North Carolina in Charlotte. I have also expanded my knowledge base with video editing classes at the Art Institute.

Episode XI Studios LLC:

After working for others for years, I decided that I really wanted the opportunity to provide the same service to small companies that I was able to offer when I worked for larger companies with more money.