



Cari Wilbur was born in Lansing, Michigan in 1980. An entrepreneur from the very beginning, selling homemade perfume at the age of 7. That is where the love to create and sell a product to make others happy all began. She later discovered door to door sales, selling stationary and home decor with a catalog company at the age of 11. Through the years, many adventures were experienced, at the age of 16, she dropped out of high school and began her first “real” job as a server at a local restaurant. She loved the challenge of knowing that she could be in charge of how much she made each night depending on her performance. Something about not knowing how much would excite her to work as hard as possible to reach her daily goal. Soon after, she decided to go back to school and earn her GED and she did! Over the years, Cari tried many sales jobs, and realized she could only sell what she believed in. She discovered many favorites, one, when she became a certified fitness trainer. Helping others feel good is very important to Cari. That journey was short lived when she realized the company she worked for was more interested in selling memberships, than accomplishing fitness results. However, that lead her on her way in finding her true passion, photography. She began selling portraits at Lights On Studio. Cari worked there for 13 years and was mentored by owner, Mr. Tom Nakielski. Since 2004, Cari has been photographing and selling her work. “It’s an honor to have the ability and talent to stop time for a perfect moment, and hand it over in a tangible way for a parent to cherish forever.” In 2012, Cari, started her own business, and in 2015, she earned an Associates Degree in Photography. Since that time, she’s been living the dream! Her passion allows her to do exactly what she loves, and provides a flexible schedule, which is helpful since Cari is a single Mother. “I’ve never missed a sporting event, band or choir concert, or school activity.” Cari always wanted to be a mother and pursuing entrepreneurship has allowed for that dream to come true and in the greatest way. She gives God all the thanks for these gifts, he always provides her with enough love, strength and wisdom to grow herself, her business and her daughter stronger year after year.

