

THURSDAY, MAY 3, 2012

# NORTH CENTRAL News

Shavano Park  
Stone Oak  
Castle Hills  
Hollywood Park  
Hill Country Village

Alamo Heights  
Monte Vista  
Olmos Park  
Terrell Hills

sacommunities.com



Carole Miller / for North Central News

Famed local photographer and Terrell Hills City Councilman Charles Parish has sold his 48-year-old business to 23-year-old upstart, Jenna-Beth Lyde.

## Old meets new at Parish studios

By Carole Miller

Alamo Heights-area photography icon Charles Parish who recently sold his lucrative business to a 23-year-old upstart named Jenna-Beth Lyde.

"We like to think of our

See **PARISH, P3**

Picture this: Just like a real life Punky Brewster where the old curmudgeon meets an outspoken young waif and somehow they form an unlikely bond, so goes the story of

THURSDAY, MAY 3, 2012

NORTH CENTRAL NEWS

### PARISH, from P1

business as a tag team of grouchy old man meets young ingénue," joked Lyde.

In case you just moved here from out of town or have been living under a rock, Parish, a Terrell Hills City Council member, has owned and operated Parish Photography, one of San Antonio's most successful businesses of its kind for nearly 50 years.

And like his young protégé, he stumbled upon his success by accident.

After a stint in the U.S. Army, followed by receiving his degree in finance from Trinity University, Parish decided to "take a few pictures" until he found a job in banking.

But, as anyone who has ever met the man (which is practically everyone) knows, the ex-

"I had been looking for someone to take over."

— Charles Parish

traordinary Parish doesn't do anything half-way. And the rest, as they say, is portrait photography history.

So why sell to someone half the age of his business?

"I had been looking for someone to take over," explained Parish of his fateful meeting with Lyde, also a graduate of Trinity University.

"I met Jenna-Beth at an Alamo Heights Chamber of Commerce meeting. She came to work for me to handle the business end of things and, before I knew it, I was taking orders from her. She does things the modern way and I do things the traditional way and it all worked out."

As for owning a wildly successful business in her early 20s, Lyde feels like it's an exciting and overwhelming time in her life. She is eager to expand the business using social media, the Internet and some new marketing strategies as well as continue to maintain the Parish name and reputation.

Lyde, is, quite simply, a ball of fire. She is more than happy to stand in the background and play straight man to Parish, who she refers to as "Mr. P." In fact, she relishes in it. They aim to position themselves as a fun, fantastic team.

Parish put in the contract that she can't fire him and added, "Now I can come to work late."

At the ripe old age of 74, with the help of his new "boss," Parish even has his own blog called "A Bride Idea: Anecdotes of an Old, Grouchy Wedding Photographer."

The blog is filled with fun stories from weddings past, photography tips and general musings. Now fans can read all he has to say at: <http://abrideidea.wordpress.com>.

Parish, the personification of determination, continues to photograph his fingers to the bone.

"I have not retired and I'll be going strong until I croak," he proclaims.

Who says you can't teach an old frog new tricks?

Visit [www.parishphoto.com](http://www.parishphoto.com) for more business information.

Carole Miller is a San Antonio-based freelance writer.