

# Southeast Kentucky Economic Development

## Micro Loan Helps Bring East Kentucky Entrepreneur's Dreams into Focus



Portrait EFX by Jackie owner Jackie Asher is pictured above, along with samples of some of her work.

**For Jackie Asher**, capturing images that tell a story is easy. Attracting clients and making money doing what she loves isn't a challenge to the young photographer either. It's the financing of that dream that blurred the entrepreneurial vision of the Eastern Kentucky native for a while. But a SKED micro loan was just what she needed to get her plans in focus and PortraitEFX, a family oriented photography franchise, off the ground and on the road. Asher is now bringing her customized photography talents into homes and businesses across the region and bringing smiles to her happy customers' faces.

"It has been an absolute pleasure working with SKED to develop my dream career and bring unique and exceptional photography into Eastern Kentucky that everyone can treasure and afford. Ron Cain has made this business opportunity possible and is a pleasure to work with. SKED has been extremely diligent to meet all my needs."

Jackie Asher  
Owner and operator of



**Partners:** U.S. Small Business Administration (Micro –Loan)  
Southeast Kentucky Economic Development Corp.

**Total Project:** \$38,000

**Jobs Created:** 1



To learn more about SKED and how we can assist you grow and expand your business, obtain low cost financing or receive free professional site selection services, visit us at: [www.southeastkentucky.com](http://www.southeastkentucky.com) or call (606) 677-6100.