

Extreme Exposure Fine Art Gallery

Extreme Exposure LLC, an eye-popping gallery in Hilo, features Hawaii's lava, volcano, seascape and landscape photographs, specializing in fine art, portrait, commercial and sports photography of the Big Island. Owners, Bruce and Sheryl Omori, welcome people to their gallery to enjoy the wonder and beauty of this tropical paradise, the same surroundings that have captivated their 'ohana for generations. Bruce is a long-time photographer whose passion is to capture the essence and spirit of Hawaii Island in every image he shoots, whether it is explosive volcanic action or soothing seascape. Sheryl runs the gallery, so is likely to be the one greeting customers, shipping orders, maintaining records and taking care of the many duties of keeping the business growing and going.

In 2010 Bruce, Sheryl and a partner decided to open a gallery. The gallery, extremely attractive and a popular stop, is now well established, selling on-site, online and in others' galleries. In 2017, their partner chose to go his own way, and Bruce and Sheryl returned to SBDC to plan out an equitable split with the partner and the next steps for their business.

"The assistance SBDC has given us over the years has been invaluable. Going for our first business loan seemed like a daunting endeavor but the guidance of SBDC made the task less stressful and we secured the loan. Seven years later, what could have been very complicated, was not, because of the knowledge and feedback of Judi Mellon. Her business experience helped make a smooth buy out possible."

Bruce's photos of the volcano on social media and other networks captivate many and keep islanders and visitors informed of the current state of the lava flow.

