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*World-renowned photographer True Redd finds contentment at Caddo Lake*

Uncertain resident True Redd has five jobs. He can't help but take his work home with him. And his work and expertise is in high demand all over the world.

But he couldn't be happier.

Working as a designer, speaker, photographer, workshop teacher, and bed and breakfast owner, Redd is doing several jobs he enjoys at a lake he loves with a wife he adores.

"Just living out here, even when the water comes up, we still think the whole time, 'I love it here,'" he said. "I can walk outside in the middle of the night and the moon's out."

He sat in his home office overlooking Caddo Lake Friday afternoon wearing jeans, a t-shirt and an unbuttoned long-sleeve shirt — a contrast to the three-piece suits he used to wear when he as a stock broker before becoming an internationally-known photographer.

"I'm glad I'm not a stock broker," he said with a smile.

In his workroom below, he displayed dozens of photos, some of which served as advertisements for priceless jewelry or big-name companies, others that were visions of Caddo Lake.

But his work place wasn't always this quaint and his employees, namely himself, this few.

Redd moved from a successful business in Dallas eight years ago to a house on the lake after his wife, Lady, urged him to give up the daily stresses for a slightly slower lifestyle.

"You look like you're going to prison," his wife told him one day before work.

When he admitted that he was worried, she asked him if he wanted to move into what was supposed to be their second home on Caddo Lake. As a successful photographer with more than a dozen employees,

major clients, and a 9,000-square-foot building, leaving the city to go to a small town seemed like a crazy thing to do.

"Some of my friends thought I was absolutely nuts," he said. "It was the perfect thing for us. It is a whole different world."

He kept his building in Dallas for a couple years, leasing it out to another photographer, just in case he needed to go back. But now the lake is his home and he plans to stay. And while he risked becoming less successful, Redd still travels throughout the world speaking, showing his photos, and touting Caddo Lake's attributes.

"Caddo Lake is literally (known) around the world," he said. "I've been making speeches all over the United States, in Europe and Asia. People are learning about Caddo Lake in the most positive way."

He also holds workshops at his home in the fall for students from around the country. And his photographs are on posters and CD covers.

But by that point in his life, Redd had already taken risks that proved to have happy endings.

As his first job, he decided to be a stock broker although his family owned a paint-manufacturing business in Memphis, which he could have easily moved into and been a success.

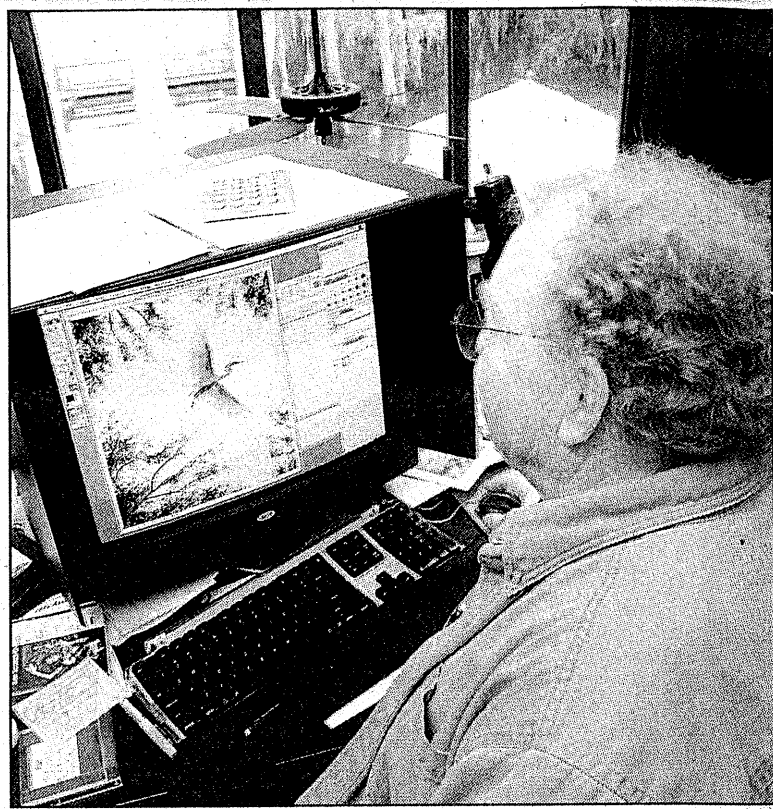
After several years of making good money in that profession, he realized that he wanted to do something different.

"I realized I was visually oriented," he said.

He had a nice home, a plane, a steady job, and two children. But his wife encouraged him to try something he loved, even though it would mean sacrifice of both time and money.

"The best thing I heard was I was laying in bed one night and I started crying," he said.

Lady encouraged him to go back



Jacob Croft Botter/News Messenger

**TRUE REDD** sits in his office at home, which overlooks his backyard and Caddo Lake.

to school to become a photographer.

"We'll starve to death," he said.

"I'll live in a tent with you," was her response.

So, the next day they began selling their goods so he could go to school at Brooks Institute at Santa Barbara, Calif., a world-famous photography school, he said.

"To have Lady always backing and supporting me was a great thing," he said.

Now he spends his days teaching others, taking photographs from his back yard, and arranging a book of Caddo Lake photographs.

"When I look and I can see that standing in my yard, that gets pretty exciting to me," he said, pointing at a picture of a bird taking flight over the lake.

He's already published a soldout hardbacked book of roses. But with this book of Caddo Lake photos, he plans to use his talent to alert the world to the value of the lake, without regard for profit.

"My book I'm doing is a coffee table book (that says) this is the lake and this is the beauty of it," he said. "I just want people to pick it up and see that its' a special place. The idea of it is not to sell it. It's to give it."

While people will still have to pay for the book, he plans to finish it his way without keeping in mind a

profit. He hopes that it will not only be a part of local literature, but will be sold nationwide.

He considers his photography as a way to be involved in the preservation of the lake.

He applauds the efforts of other preservationists such as Don Henley and the late Fred Dahmer for their efforts.

And he can appreciate their concern for the lake that is the focal point of much of his famed work.

"I don't understand when I see beer cans and (trash) on the lake," he said. "It is beyond my comprehension that some (people) will do that."

Since he often travels out of the state and overseas, he has learned to treasure the lake.

"The funny thing I realized is that I am homesick," he said. "I really miss that lake. The secret is to leave. You just can't sit here and still appreciate it."

But then that love for what is literally in his own backyard is his inspiration for his art.

"As a photographer I look at the same thing as everyone else, and yet see something different," he said. "I learn how to find inspiration in everyday existence."

To see examples of his photos or for dates on his workshop, visit [www.caddolakephoto.com](http://www.caddolakephoto.com).

