

Spotlight Shines on ... Berenice Barber, Alan S. Maltz Gallery



Each month, the Chamber of Commerce spotlights a business or professional person whose business card is drawn at the Business After Hours. This month's winner is Berenice Barber, Alan S. Maltz Gallery.

Belief in the product and its creator may not be essential for a sales job, but it certainly makes for a more sincere and effective pitch. And Berenice Barber, who handles outside sales and marketing for the

Alan Maltz Gallery on Duval Street, clearly believes in the photographer she represents and the products he creates.

Maltz is the renowned wildlife, landscape and fine art photographer whose stunning images of sun, sea and sky grace countless framed prints, photographs and coffee table books throughout Florida and the world.

His lens has captured the individual flight feathers of roseate spoonbills and great white herons, while his sense of adventure leads him through the Everglades, across the oceans – and simply to a Key West sunset on his way from his gallery each night.

“I love that he follows his instincts and listens to the voice inside him,” said Barber, who moved to Key West at the age of six and later began making a living by sharing her love for the island as a hotel concierge. “A voice inside him told him to pick up a camera before he left for Morocco after college, and those were the first photos he ever took.”

But Barber wasn't overly familiar with the work of the state's official wildlife photographer until she joined his team at the gallery at 1210 Duval St.

“I started honing my sales skills at a jewelry store about six years ago, and then became a concierge,” said Barber, who just

joined the Maltz gallery about two months ago and quickly became a true believer.

These days she's on the other side of the concierge desk.

She's the sales representative visiting hotels, resorts and guesthouses, convincing their concierges to refer their guests to the captivating Maltz Gallery, where framed and unframed prints and posters help visitors recreate the warmth of their Key West vacation.

“We have a great referral program in which a guest can get a free print or poster if they come in and bring a referral card they get from their concierge,” Barber said, adding that Maltz himself is often found in his gallery, meeting his fans and making time for his followers. “And he still always finds time to photograph Key West sunsets on his way home at night. I love that.”

As for Barber, she savors as many sunsets as she can while keeping busy with her 5-year-old son Tristan, and spending time with friends and family on the island she has called home since she was about Tristan's age.

Although she's often out and about sharing the Maltz photography experience at resorts and hotels, Barber can also be found at the Alan Maltz Gallery at 1210 Duval St., online at alanmaltz.com or by phone at 305-294-0005. 



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