

### Nuptial Essentials Association of Wedding Professionals

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#### Member Profile

Amy Mader founded and is president of Amy's Platinum Weddings Coordinating and Consulting Firm, in Austin, Texas. She is responsible for instructing the Online and Distance Education Professional Wedding Consultant Training Program classes as well as instructing the 3-Day Weekend Seminars for NECI.

Amy began her career in the wedding industry at the age-15 working in her grandparent's bridal salon, Charlotte's Bridal Shop. Mader's wealth of experience spans 16 years with extensive knowledge of the bridal industry, including purchasing, retailing and all aspects relative to the efficient day-to-day management of the largest bridal salon in Southwestern Wisconsin. In addition, she was responsible for wedding day coordination services of multiple wed-

dings in the La Crosse, Wisconsin area.



**Amy Mader**  
Founder and Instructor

Mader earned her specialized training through Weddings Beautiful in 1997, Wedding Careers Institute, Inc. in 1999, and Nuptial Essentials Curriculum and Instruction in 2005. She is an active member in Wed-

dings Beautiful Worldwide Association and Nuptial Essentials Association of Wedding Professionals. Mader is also the founder and first president of the Austin Wedding and Event Coordinators (AWEC) in 2000, a professional organization for wedding consultants and vendors. Mader has held the following positions on the AWEC Board of Directors: President 2000, Treasurer 2001 and 2002. She has also served on the following AWEC Committees: Chair of the Ethical Standards Committee 2003 and 2004, Membership Director since 2004. She has designed and coordinated upscale and celebrity weddings throughout the Austin area since 1997, and has been instrumental in the education and growth of the Austin wedding industry. Mader has been published in the following national

#### Member Profile Cont.

publications, Brides, Modern Bride and The Bridal Guide as well as local publications Tribeza and Austin Monthly. Mader has been featured in The Knot magazine and has collaborated on The Lifetime Wedding Planner workbook. Mader had a featured wedding on the Lifetime Televisions series, *My Best Friends Wedding*, in February 2004. She is an

active community leader and has volunteered her time on the board of the Moore-Weiss Children's Center for autistic children.

Would you like to be profiled? Please submit your biography.

## Darcie Siiteri's Photography Discussion

At our March 2008 meeting, Advisory Board Member Darcie Siiteri led a discussion on her expertise: Photography. Here is a summary of her discussion:

**How to make weddings flow smooth-**

Weddings are like waiting tables, you need to make sure the clients are taken care of and you will run your pants off making that happen. As consultants and vendors, our jobs are to make sure that the bride and groom enjoy their wedding day. Many clients do not want to see each other prior to the wedding but it does happen 1-2 times per year. This is a

photographer is ideal. The advantage to using two photographers is that you have two visions of the event. You can have one photographer who is shooting traditional photos and one who is capturing the look of the guests. You will also be able to have one photographer in the back and one in the front. For pre wedding photos, you can have one photographer be in the ballroom shooting an empty ballroom while the other is shooting the guests during cocktail hour. You will also be able to limit the amount of time with pre wedding photos by having one photographer with the

(brightness and color adjustments) and then burn them into a jpeg (compressed) format on the disk. The raw images are 12 megabits per images and that is too large and therefore they need to be compressed to a jpeg format. To send over email, 20 jpeg images work well.

**Photo Albums**

The current trend for the photo album is the magazine wedding album. There are images across all the pages. In addition, brides are selecting traditional matted photos with mixed photos in the magazine format. It takes approximately one solid

neat feature as it will allow all the photos to be taken prior to the wedding and the bride and groom will be able to go immediately to their reception to enjoy their cocktail hour. This will also allow the bride and groom to do a receiving line at the end of the ceremony and they can greet all of their guests. Receiving lines are not done very much now days due to the photos taking place after the event. Photos should only take approximately 20 minutes provided that all members who are to be in the photo are present. It is a nice touch to make sure that there are drinks and food for the wedding party members so they

ladies and the other with the gentlemen.

**Photography and Videography**  
These are two different mediums of shooting and they should both be used at a wedding since they offer two distinctly different perspectives. The video is a different interpretive documentary of the wedding day than still photography. Photographers do like videographers]

**Request original high-resolution files**  
Since all photos are copy written, technically you cannot reprint off of a high-

week to create an album (cleaning up shine, spots etc). It is best to keep images in an album to 150. The point of an album is to tell people what put the bride and groom together.

- Darcie Siiteri, March 2008

do not wander off to the bar. The key to a successful 20-minute photo session is to have the wedding party all present and ready to have their photo done and not to have to look for any missing people. The house party and ushers can help out the coordinator with this task so you will have more people helping you out.

**How to choose a photographer?**

The photographer should ask what stage of wedding planning the bride is in. They will then be able to adapt their presentation to the prospective client. The bride needs to look at the style of the pho-

tographer as well as their personality. The bride needs to appreciate and embrace the style of the photographer. If it is not a good match, the client will not be pleased with the final outcome of the event. A photographer's style can be modified according to the vision of the client. However, it cannot be completely changed. If you are looking for a traditional photographer, you cannot expect a photojournalistic photographer to be a traditional one.

**One Photographer versus Two Photographers:**  
With 50 guests or less, 1

**"Weddings are like waiting tables, you need to make sure the clients are taken care of and you will run your pants off making that happen."**

**Perfecting the Photo**  
Innovative Photography, as a standard practice, will upload all the wedding images and burn 5 cd's of them. They will edit all the images



**Darcie and Chris Siiteri  
Innovative Photography**

NECI Advisory board.

## Congratulations to our recent graduates

Angelica Flammer– Spring, Texas  
Alexandra Brune– Austin, Texas  
Maranda Lehnerz– Your Very Own Fairy Godmother  
Amy Wold– Your Very Own Fairy Godmother  
Martha Perez– Your Very Own Fairy Godmother

## Tips and Websites

Ever wish you could make your own professional diagrams for your venues? I was searching for a program that would do just that. Of course I didn't want to pay for it. Eureka I found it. Check out this website:

<http://www.seatingarrangement.com/>

It works great for simple, square rooms, and the free version will only let you do one diagram at a time, but hey, it's better than nothing.

– submitted by Scott Ertresvaag, Platinum Weddings and Events, Austin, TX.

Have a tip or website you would like to share. Please submit to be included in the newsletter.

### **Nuptial Essentials Association of Wedding Professionals**

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The Nuptial Essentials Association of Wedding Professionals (NEAWP) provides networking, resources and support for Professional Wedding Consultants. We also offer continuing education for experienced consultants through Nuptial Essentials Curriculum & Education (NECI).