### Ain't Nothing Like the Real Thing

By Jill Ribich, Catskill Images

You will put so much into your wedding—time, money and dreams—and once the day is done, the only documentation remaining of that special day is your photographs.

Insure your peace of mind by hiring a professional photographer who has a lot of experience with weddings and has invested in serious equipment and knows how to use it.

Beware "weekend warriors" calling themselves professional photographers because they shot their cousin's wedding last summer. Ask your potential photographer three questions:

#### How many weddings have you been hired to photograph?

Nailing one or two good or even great shots at a wedding or two does not compare to the thousand or more images taken over six or more hours of shooting that enables the professional photographer to offer you hundreds of great images.

#### What equipment do you take to a wedding?

A professional photographer will take at least 2 Pro camera bodies, 3 to 5 pro lenses, 3 flashes, enough memory cards to hold thousands of photos, enough batteries to last a month — enough equipment to fill the back of a pick-up truck! Amateur photographers usually do not have back up equipment which means one dead battery can ruin your wedding.

#### How much do you charge and what is included in your package?

How someone values their work can tell you a lot. If a photographer offers to shoot an entire wedding for \$500-\$700 and just hand you the images on a flash drive, run for the hills! Professionals must pay to advertise, purchase (and regularly upgrade) high-end equipment, learn how to use it, and have the expertise to post-process the images to deliver the best possible result to the client. A pro will offer you prints, on-line galleries, slideshows with music, even a beautiful custom album as well as digital images.

Even a skilled amateur photographer can't deliver the same results as a real wedding professional. The professional photographer knows which moments are the most important to capture and will make a point of getting them for you. On the other hand, your uncle Bob might miss important moments because he is chatting with his brother or dancing with his wife. A relative who volunteers to take pictures will be a guest first, and your photographer second.

Your wedding photos are something that you can treasure for the rest of your life. So, what's a good photographer worth to you? You'll know every time you look at your wedding pictures.

Cover Image for "Walk a Country Aisle": Catskill Images

# **Bridal Shows**

February 23
Easy Event Bridal Show
Holiday Inn Binghamton
2-8 Hawley Street
607 722-1212

March 8 A Perfect Bridal Show RIT Inn and Conference Center 5257 W. Henrietta Rd. Henrietta

March 9
The Carriage House
790 Southside Drive
Oneonta
607 434-0103

585 359-1800

TBA
Best Western Cobleskill
121 Burgin Drive Cobleskill
518 234-4321

TBA
Holiday Inn Oneonta
5206 State Highway 23
Oneonta
607 433-2250

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