

Helping to plan that ‘perfect day’

By Robert Herrington

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Those looking to or currently planning a wedding found plenty of ideas and options during the free Hamilton County Fall Bridal Show last week at Conner Prairie. The four-hour event was sponsored by Aardvark's Party Rentals.

"It's been very busy. We're excited about that," said Aardvark owner Steven Goss.

Aardvark's began hosting the bridal show in 2002 and added a spring show earlier this year.

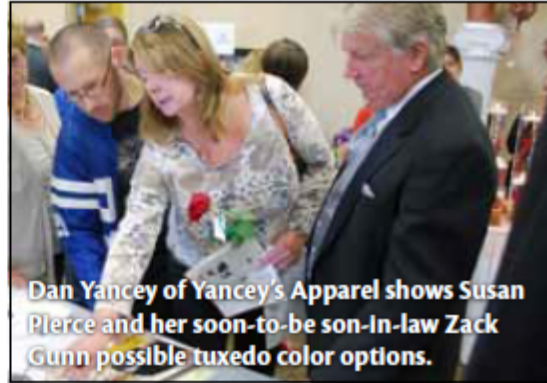
"We wanted to provide a low-cost market of vendors to connect with the public," said Goss. "Local providers tend to be better providers than the chains."

The fall show had 28 vendors covering a broad spectrum of needs – travel, rental, disc jockeys, photographers, caterers, venues, invitation and program printers and clothing providers. It also included a drawing for an all-inclusive three-night, four-day stay at a Club Med location by Family Vacations travel agency of Noblesville.

"They're all wedding professionals in wedding-related businesses," Goss said.

Dan Yancey of Yancey's Apparel in Noblesville said he usually gets six to seven new clients after attending bridal shows, but is hopeful this year's show will provide even more.

"It's been very nice. The nicest part is that there are a lot of men with their brides-to-be. A lot of times it's just brides," he said. "More than



Dan Yancey of Yancey's Apparel shows Susan Pierce and her soon-to-be son-in-law Zack Gunn possible tuxedo color options.

Photos by Robert Herrington

anything it gets my name out."

"The only way to break through and be successful in the wedding business is really (through) word of mouth," added Rachel Hammack of Sheridan Florist. "Brides see your work here."

Hammack added typically at least one person at a wedding is engaged and planning their own celebration.

"I like that there is not a lot of vendors. It's not as overwhelming for brides," she said.

"It's small and more personal," added Rachel Spencer of Sheridan Florist. "Usually there are so many vendors. I like that we're the only florists."

Susan Pierce's daughter will be wed in May and she came to the event to find nearby vendors for the blessed day.

"I heard all the vendors were local," she said. "That's important to me."