



SUMMERFAIR  
CINCINNATI

Supporting and Promoting  
Artists and the Arts Year-Round

Volume 42  
Issue 2  
February 2009



### Membership Meeting

**Date:** February 9

**Where:** BWR, 4747  
Montgomery Rd.

**When:** 7 p.m.

**What:** Membership Survey

*President*

*Dave Ziegler*

*Vice President*

*-Finance*

*Dustin Minton*

*Vice President*

*-Membership*

*Jayne Utter*

*Vice President*

*-Operations*

*Roger Harding*

*Trustee*

*Bob Hinman Trustee*

*Executive Director*

*Sharon Strubbe*

**Happy February Everyone!**

Our challenges continue to grow! We have a question here at work we ask when trying to focus on top priorities. That question is "What problem keeps you up at night"? What keeps me up at night is attendance at the Fair. We know we are declining in attendance. Fairs across the country are declining also. Special Events in general are declining as evident by reports from events here in Cincinnati. Strong attendance is key to both our reputation, and financial health. So what can we do to get more people to attend our Fair this year? Do you have any great ideas? If so, please share them with Bill and Terri. We need all the suggestions we can get to maximize our attendance.

On another note, all of our lives are incredibly busy right now. The challenges of the economy have put higher demands on both our professional and personal lives. We all have to make tighter and tighter decisions on where we'll spend our time. With that said, I'm asking all Members to consider your involvement with Summerfair and ask that you do what you can for continued help. We have a great organization, but we also have a LOT of work to do. My point is that we have never needed more involvement from our Members than we do now. Please consider your time, and if you can help out in additional areas of Summerfair, I can assure you that your help is greatly appreciated!

And finally...if you weren't able to attend the last Membership meeting, I encourage you to attend February's. We have a great new location that allows fun social time, focus on business, and even more social time. January was a FUN time and I look forward to February's.

Thanks,  
Dave

# Happy Valentines Day!

## Summerfair Cincinnati's VOLUNTEERS OF THE MONTH

Summerfair Cincinnati (SFC) is chock full of enthusiastic and passionate member VOLUNTEERS! Starting this month, I'll be highlighting several SFC members who continue to go "above and beyond" for the good of the organization. This article will also be highlighted and archived on our website, [www.summerfair.org](http://www.summerfair.org). It's a fun way to get to know your SFC colleagues – especially some of their personal interests!

### Meet February 2009 D.E.V.: Anne Poppe

Anne Poppe, newly elected to the Summerfair Cincinnati Board Operations Committee in charge of Volunteers, has been a member of Summerfair for seven years. She joined the organization because she enjoys all the arts and likes meeting new people.

One thing she likes about working the Fair is being able to meet all of the artists, as she works on the Exhibitor Relations committee. As the lead of the Volunteer committee, Anne uses her persuasive skills to convince outside volunteers to become green shirts.

Anne's favorite poster is "the clown".

Anne lives in Price Hill and her day job sounds interesting; she's an investigator (technical title is Labor Management Relations Examiner) with the National Labor Relations Board, a federal agency.



### What is a D.E.V.?

**D:** ded' i – cat' ed adj. Devoted, faithful

**E:** en-thu' si – as' tic adj. Intense or eager interest, zeal

**V:** vol – un – teer n. one who chooses freely to do something

### Meet February 2009 D.E.V.: Ruthie Vaught

When not at work (or volunteering with Summerfair), Anne likes to crochet, walk and get together with friends. Her favorite vacation spot is Venice, Italy but closer to home; she loves Sedona and the Grand Canyon in Arizona. She's currently reading *Blood Brothers* by Nora Roberts and *The Power of Now*. Her favorite sport team is the Xavier Musketeers.

Ruthie is relatively new to Summerfair Cincinnati, having joined the organization only one and one-half years ago, when a friend (RH2) in Youth Arts, asked her to help for a day in 2007. She enjoyed it so much that she came back the following day and then worked the entire three days in 2008!

Currently, Ruthie has been helping out in the SFC office, inputting the ZAPP jury fee checks into the system. Her favorite part of working the Fair is interacting with the kids (big and little!)

Ruthie was formally voted in as a green shirt after SF 08 and says that she will enjoy "being green" for the 09 Fair. Her favorite poster is the 2006 poster. She's a proud "West-sider", having lived there all her life. She currently resides in Cleves. Ruthie enjoys "babysitting" her sister's cat, Chester and is enjoying retirement, having ended her 40+ year administrative career with the federal government in 2007.

Her hobbies include clogging, gardening, biking, walking and playing scrabble. Ruthie's favorite vacation spot is any place warm. Her most memorable trip was to Australia/New Zealand about 4 years ago. And this year, she and her friends will be taking an Alaskan cruise. We have a world traveler in our midst! Ruthie likes Pepsi, coffee, Skyline, Popeye's chicken and goetta. She enjoys reading cook books, magazines, and anything about feng shui. Her favorite sports team is the Hueston Sailing Association (especially the crew on Y2699 – hmmm...anyone we know?!).

**Thank You and CONGRATULATIONS to our two February 2009 SFC D.E.V.s**

**WANTED:**

Summerfair volunteers are still needed to help man the Summerfair 'booth' at the 2009 Home & Garden Show at the Cincinnati Convention Center.

A sign up sheet will be available at the February Membership meeting. If you like to sign up for the remaining spots sooner- contact Kelly B. at [kelly.boschert@gmail.com](mailto:kelly.boschert@gmail.com).

We are open to members bringing along a friend to work the shift with together. More details about what you 'job' will be for the show will be available at the Membership meeting.

**WANTED:** Butter tubs, margarine tubs, yogurt cups — any type of small containers suitable for paints, brushes and the like, to be used by young artists. With lids preferred. Will trade for raffle tickets. No limit - will accept all (coffee cans as well.) For more info contact Berry or Wilson in person or via email at: [thefair2009@yahoo.com](mailto:thefair2009@yahoo.com).

**WANTED:** Extraordinary person (or persons) to lead and assist a dynamic team of people in creating an artist friendly family weekend event. Plenty of food, entertainment, and great art. Will train. Enthusiasm a plus. Please send letter of interest to: [thefair2009@yahoo.com](mailto:thefair2009@yahoo.com)

## 2009 Emerging Artists

Saturday, January 17 was a warm evening at the Anderson Center. Summerfair Cincinnati unveiled its 2009 Emerging Artist Exhibit, showcasing 12 local college/university junior fine arts students. The Emerging Artists were in attendance with their family and friends to enjoy the exhibition of their work. Approximately 150 visitors attended the opening reception, including Summerfair Cincinnati Members, neighborhood and community visitors, as well some visitors from the wedding reception being held at the Center that same evening! As the player piano provided light music in the upper Atrium, the hum of good conversation filled the lower Atrium. The work is interesting and diverse. If you were able to check it out you would agree.

Summerfair Cincinnati would like to send a "BIG" Thank You to the following for their assistance with this great event: for a generous donation of food trays - Bob Hinman; for setting up and serving the fine food and drinks - Joe & Kelly

Boschert, Jenny Costello and Chris Koneiczka; Roger Henthorn for his fabulous photo journalism and Sharon Strubbe for the coordination, curating and installation of the exhibit and supervision of the marketing pieces.

The Emerging Artist Exhibition hung at the Anderson Town Center from January 17 to February 1. We hope you were able to stop by and view the exhibit. More information about the exhibit can be found by visiting [www.summerfair.org](http://www.summerfair.org).



*Front row (l to r): Susan Ficker, Olivia Kearns, Jennifer Thompson, Elizabeth Witham  
Back row (l to r): Mallory Neidenthal, Nicholas Disimile, Jake Ferry, Ellen Schroeder  
Not pictured: Lindsey Nehls, Emily Lind, Andy Sohoza, Andy Fausz*



## 2008 Membership Survey Outcomes

Below are the results from the 2008 Membership Survey, created by the Membership Committee, compiled by Beyond Data, Inc. Thank you to the membership committee and Ann Flynn for all the work put into the survey.

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Of the **383 email requests to complete survey sent** to Outside Volunteers, Members (Green Shirts) and Past Green Shirts:

**166 or 43 percent completed the survey**

### **Primary reason for volunteering for Summerfair:**

32 percent love the Fair and want to give back and help the Arts in Cincinnati

### **Almost half (46%) of survey participants expect to get free entry to the Fair.**

One in 5 (22%) request that their time and talents be respected;  
another one in 10 (15%) do not expect anything in return  
Members (43%) are more interested in respect of their time/talents than free Fair entry

Over 4 out of 10 (45%) participants would volunteer for year round events;  
with another 4 in 10 (40%) "somewhat likely" to help out during the year.  
Six in 10 (63%) of members would help at other times besides the Fair.

One in 5 participants worked in Poster/T-shirt or Hospitality; 1 in 10 volunteered in other areas that allow Outside Volunteers

Seven out of 10 (72%) Volunteers indicate that the amount of responsibility they had at the 2008 Fair was "just right"

Almost 4 in 10 (37%) OUTSIDE Volunteers indicated they could handle more

### **2008 Volunteer likes:**

18% Meeting New People  
8% Everyone is friendly  
7% Being Helpful

### **2008 Volunteer dislikes:**

23% Nothing  
6% Disorganized  
4% Needed more instruction  
4% Needed water delivered / umbrellas  
4% Politics

**New logo: *Almost half (47%) prefer a button*** to put over the old logo on their current green shirt(s).

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**In general:**

¾ (77%) of all participants indicate that the Green Shirt Fair shift requirement is “just right”  
Most (90%) of these volunteers indicate that what they receive for working the Fair (drink tickets, free poster, free Fair entry) is “just right”

**Preferred “Thank You” for working the Fair:**

Free admission	19%
Current gifts are enough	13%
Nothing	11%

**Membership Meetings:**

On average, Members attend 4 meetings / year  
One in 5 (20%) attend almost all (7 – 8/yr)  
Over ½ (54%) of current Members prefer Monday for monthly meetings  
Almost 9 out of 10 (88%) Members indicate free parking is important in their decision to attend monthly meetings  
Topics covered was important to 75%, with venue atmosphere (48%) and food available (30%) being important reasons for attending a meeting  
Eight out of 10 (79%) Members indicate they are very likely to attend meetings in the Norwood (or centrally located) area of town

**Website usage:**

6 out of 10 (57%) Volunteers visit the Summerfair website once a month or less.  
Green Shirts visit more often; about 1 in 5 (23%) clicking in 2 – 3 times/month or more  
Finding out about current SFC events is the #1 reason volunteers visit the site  
Over ½ Green Shirts check in to see current events or to read the newsletter

**Volunteers** (6 out of 10 – 61%) **prefer a special email with volunteer needs indicated** vs.  
**Members** (7 out of 10 – 73%) **prefer listing volunteer needs in the monthly newsletter**

**Summerfair Cincinnati’s mission:** Participants were asked if they believe it’s necessary that they understand various facts about Summerfair:

89% believe it’s important that they understand that the purpose of the annual Fair is to raise money for our year round grants, scholarships and exhibitions.

87% believe that it’s important that the PUBLIC understand the purpose.

81% believe it’s important to understand that Summerfair holds events year round.

88% believe that it’s important that the PUBLIC is aware of our year round events.

54% believe it’s important to know that anyone can name Summerfair Cincinnati in their estate planning.

69% believe that it’s important that the PUBLIC is aware of this fact.

They believe it is less important to know the history of the Fair’s location and reason for it’s beginning.

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## Summerfair Cincinnati Event Calendar

### **February**

#### **Monday, February 9**

7:00 p.m. – February Membership meeting  
BWR's at the Quality Inn, 4747 Montgomery Rd.  
*Membership Survey results*

### **March**

*Membership Meeting--TBD*

### **April**

*Membership Meeting--TBD*

### **May**

#### **Summerfair**

*May 29, 30 & 31  
Coney Island*



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