



SUMMERFAIR
CINCINNATI

Supporting and Promoting
Artists and the Arts Year-Round

Volume 43
Issue 3
March 2010



Membership Meeting

Date: March 15

Where: Anderson Center

When: 7 p.m.

What: Small Arts
Organization Grant Awards

President

Dave Ziegler

Vice President

-Finance

Dustin Minton

Vice President

-Membership

Jayne Utter

Vice President

-Operations

Roger Harding

Trustee

Kelly Boschert

Executive Director

Sharon Strubbe

Happy March Everyone!

Sadly, the Olympics are over and while Team USA Hockey received Silver, you have to admit that was one of the BEST hockey games ever! This was definitely the best show of two great champions!

And speaking of champions...my sincerest thanks to Dianne Hight and Sharon Strubbe, along with all other Summerfair Members who helped put on an excellent Emerging Artists Exhibition. The opening night was wonderful and it received great recognition from the artists and other members of the local arts community.

The Executive Board has decided to move forward with the redesign of our Summerfair website, utilizing Madison Design. On March 10, the Board will meet with Madison to understand their approach to the website design and how they will position the new site as a key marketing tool and "community" site for Summerfair. As this project progresses, we will keep all Summerfair members updated on the principles of the design and website objectives. More to come on this topic as it is available.

Finally, I would like to offer a sense of pride, ownership and importance of our Fair. It was mentioned that we will be competing against the Columbus Fair over the next few years. While this certainly causes competition, we should feel that we aren't competing with Columbus, but rather, Columbus is competing with us! We constantly get OUTSTANDING comments on the quality of our show. Let's keep our eye on that prize and make Summerfair 2010 the BEST EVER.

Dave

Happy St. Patrick's Day!

EMERGING ARTISTS

Summerfair Cincinnati hosted its annual Emerging Artist Exhibition February 5 – 21. The juried exhibition featured 54 pieces of artwork by 13 local art students from five area colleges and universities.

Participating schools and students:

University of Cincinnati, DAAP

Lizzy Duquette
Amanda Nurre
Lisa Tompkins

Northern Kentucky University

Ryan Fields

College of Mount St. Joseph

Lisa Bradow
Brooke Breyley
Tina Pfeifer

Xavier University

Ryan Hallman
Lily Lovins
Jenna Zavala

Miami University

David Armacost
Nate Green
Leah Kandel

Approximately 200 local arts patrons, family, friends and professors attended the Artists' Opening Reception on Friday, February 12.

A 3-D metal sculpture by NKU student Ryan Fields from NKU caught the eye of Sylvia Rombis, owner of the Malton Gallery in Hyde Park. After seeing his work in the Emerging Artist Exhibition, Rombis invited Fields to exhibit his sculptures, along with a local 2-D artist, in an upcoming show at the Malton Gallery. This is an outstanding compliment to the quality of the work shown in this year's exhibit.

This year was the first time the Emerging Artist Exhibition introduced a professional practice component (presented at the Malton Gallery by gallery owner Sylvia Rombis) into the overall experience for the students; which also included a networking opportunity for the group.

Professors who nominated their students for this exhibit were impressed with the quality of artwork presented at this year's show. "The Opening Reception was just delightful and every student's work was handsomely displayed," said Dr. Sharon Kesterson Bollen, professor of art at The College of Mt. St. Joseph. This exhibit is a wonderful gift to these hard-working and often overlooked student artists."

Special thanks to VP Special Events Dianne Hight and her committee, Fair Chair/VP Membership Jayne Utter, and Board Trustee, Kelly Boschert for setting up the event.



Photo: *Bottom row, left to right:* Jenna Zavala, Xavier University; Lizzy Duquette, UC DAAP; Leah Marie Kandel, Miami University. *Second row:* Lisa Bradow, Mt. St. Joseph; Lisa Tompkins, UC DAAP; Amanda Nurre, UC DAAP. *Third row:* Lily Lovins, Xavier University; Brooke Breyley, Mt. St. Joseph; Tina Pfeifer, Mt. St. Joseph. *Top (back) row:* Ryan Fields, Northern Kentucky University; Nate Greene, Miami University; Ryan Hallman, Xavier University, and David Armacost, Miami University.

Grants for Small Arts Organization

We are excited to announce that grants for the Small Arts Grants will be awarded at the March 15 meeting. The winning organizations will come to receive their grants and they will tell us a little about their organization and how they will use our grant. It is really wonderful to hear in person how we make a difference to these organizations and about all the wonderful things they are doing!

We have 13 submittals and we are granting a total of \$7000 this year. Special thank to the jury team: Anne Poppe, Chrysta Bolinger, Dee Newton, Jayne Utter, Kelly Boschert, Lori Lesak and Terri Wilson!!

Summerfair's Grants for Small Arts Organizations helps to increase opportunities for arts experiences for all members of our community regardless of age, ability, income, or location. Criteria for consideration of funding requests include: quality of the art performed/produced, diversity and number of people benefiting, innovative qualities, and potential for attracting a new audience for the arts.



WANTED:

CALL FOR MATERIALS

For Youth Arts - new craft -

Youth Arts is doing some really fun and new crafts this year to keep all the kids busy and we need your help getting supplies since we are on a limited budget. Please save clear plastic jars and the lids to them (an example would be like the ones that peanut butter comes in). It would be helpful if the labels could be removed and the lids kept with the jars. Thanks to everyone for any help they can give. Please contact Jan Brockman for more information.

Home & Garden Show

We would like to remind you about the Home and Garden Show at the Cincinnati Convention Center- March 6-7 and 10 to 14. Please come out and enjoy the event, stop by and visit the Summerfair booth in the front lobby. And thank you to all our volunteers in promoting Summerfair Cincinnati. Without you we would not be able to continue to spread the word and fun that is Summerfair. Thank you!

Joe & Kelly Boschert

FAIR CHAIR "FREAK OUT" -- LE CHIC (YOU REMEMBER THAT SONG, DON'T YOU?)



The Olympics are over. No more late nights watching the cream of the crop go for GOLD! Now it's time to buckle down and "March" into the fair with OUR cream of the crop artisans from around the USA!

Yes the artists have been chosen! Merchandise is in production! Division Heads are busy doing what they do best! We are entering the final push! Oh my gosh, what did I just say? Final push? Yep, just three short months and the fair will be in full swing!

What can you do?

Start coming to the meetings. Start signing up for "Green Shirt" shifts. Check in with the Division Head of your favorite area to see what they may need. (All are listed with emails in last month's newsletter that can be found at www.summerfair.org.) Get in touch with me; I'm sure I can point you in the right direction!

The Poster Signing was a total success! All four news channels (5, 9, 12, 19) came and gave us wonderful coverage plus live interviews on channel 5 and KY Cable. *The Cincinnati Enquirer* had a fabulous article that Sunday and people came out in droves to purchase signed posters by Wendy Bentley. Nearly 100 posters were sold that day. Joseph Beth did a terrific job of advertising, presenting and hosting the event. They also had a great sales day and gave us 20 percent of sales with our coupon, totaling \$337.64 for SFC! Thank you all so much for making the day such a success! Thanks especially to Wendy for coming up with such a wonderful center piece for the fair; our Butterfly! What an advertising master piece she has created for us!

Next will be the Home & Garden Show. Contact Kelly Boschert at Kelly.boschert@gmail.com to signup, there aren't too many spots from which to choose. At the next membership meeting we will start handing out the small advertising posters and asking you to distribute them around the city in creative manners. Did I say contest? Come to the meeting and find out!! See you all soon!!

Jayne- 2010 Fair Chair

Summerfair Sign Ups are Here!!

We are taking sign ups for your Summerfair 'Green Shirt' Shifts. The file is huge so you will not find it here, but please email Kelly for any interested shifts and she'll be happy to pencil you in. These are the areas we are looking to fill for the 2010 Fair:

Admission Gate Exhibitor Registration and Check-in
Exhibitor Relations VIP Concessions/ Hospitality
Judge Escort Outside Volunteer Check-in
Poster & T-shirt/ Visa & MC/ Membership & Info Booth (all in one of 2 locations!)
Signs Traffic
Youth Arts



For additional information, please see below the Green Shirt Shift Area Descriptions; it is a quick break down of each of these areas. The actual, current sign up sheets will be available for review at every membership meeting between now and the Chicken Walk-Thru. Remember, sign up early and often!! Thank you!

Kelly Boschert, kelly.boschert@gmail.com

Green Shirt Shift Area Descriptions

Admission Gate. West or East-Your job will be welcome patrons to this year's event. Assist in giving directions, taking tickets, distributing/collecting programs, stamping re-entry hands and answering questions. The admission gate areas have a supply of outside volunteers (non-Summerfair members) to over see and interact. This is an on your feet job often time working in the elements. *Shift times: two (2) hour increments Friday through Sunday, from show open until one hour before show close.*

Exhibitor Registration/ Check-in, East/ West. This area interacts with artists-checking credentials and distributing information packets. Artists often have questions and concerns to voice, and need direction. This is an on-your-feet job, working in the elements. You will have a walkie- talkie for additional guidance and support. *Shift Times: Thursday midday to early evening and Friday morning- shift times differ at a minimum three (3) hours.*

Exhibitor Relations. Throughout the fair grounds, exhibitor relations is the position with interaction among patrons and artists. While this job is for artist/ exhibitor support (booth sitting and troubleshooting) the job entails wandering a designated route. This area has a customer service aspect since often the Summerfair uniform attracts patron questions or concerns. This is an on-your-feet job, working in the elements. You will have a walkie- talkie for additional guidance and support. *Shift Times: Friday through Sunday, in two (2) hour increments, from show open until show close.*

VIP Concessions/ Hospitality. Located 'backstage' on the second floor at Moonlite Gardens, this position interacts with artists, exhibitors and Summerfair members. You will be offering and selling snacks and drinks to these hard working people. You will have a group of outside volunteers to assist you. This is an on-your-feet job, working inside Moonlite Gardens. *Shift Times: Two (2) hour increments, Thursday afternoon, Friday through Sunday early morning until event close.*

Judge Escort. For this job you will be working one-on-one with a Summerfair judge; assisting him or her as a guide. Duties include escorting judge from selected booth to booth, introducing judge to exhibitors, and marking the booth. This is an on-your-feet job, working in the elements. *Shift Times: Friday, 2 p.m. until completed.*

Outside Volunteer Check-in. Located at the check-in booth, near the trailer. For this job you will sign-in and provide directions to volunteers as they arrive to work their shifts. You will answer questions and give basic directions and information. This position has a customer service aspect due to its location. Questions maybe posed by Coney Island and Summerfair patrons. This area is in a covered booth, with the opportunity to sit when not busy with patrons. *Shift Times: Friday through Sunday in two (2) hour increments; from before show open to before show close.*

Poster/T-shirt/ Visa/MC/ Membership, East/West locations. This is a multi- faceted customer service position that wears many hats. From assisting with the sale of merchandise to answering questions and offering information about Summerfair Cincinnati, there are many needs in one place. This is in a booth area and has the opportunity to sit within a covered space. *Shift Times: Friday through Sunday, in two (2) hour increments; from show open to show close.*

Signs. Location Fair and Coney grounds- this is a pre-show job that has you moving around selecting and affixing the appropriate signs for the Fair on Coney Island grounds. This is an on-your-feet job, working in the elements. *Shift Times: Thursday, 10 a.m. to 12 p.m.*

Traffic. This job has you working as a traffic director, assisting exhibitors as they move on and off the grounds; reminding them of the ground rules and making sure pedestrians are safe. There is an aspect of customer service as you will receive questions directed to this position. This is an on-your-feet job, working in the elements. *Shift Times: Thursday 12 p.m. to 5 p.m., Friday 8 a.m. to 1:30 p.m., Sunday, 6 p.m. until all exhibitors have departed the grounds.*

Youth Arts. You will be working with children and those who are children at heart, helping them become future artists. This can be a messy/fun area so dress appropriately. This is an on- your- feet job, working under a sheltered area. *Shift times: Saturday and Sunday, in two hour increments, from show open to show close.*

Summerfair Cincinnati Event Calendar

March

4-6

10-14

Home & Garden Show
Cincinnati Convention Center

15

Membership Meeting; 7 p.m.
Anderson Center

26

Scholarship Exhibition Opening Reception; 5-7 p.m.
Anderson Center, lower level Atrium

April

16

Scholarship Exhibition Closing Reception; 6-8 p.m.
Anderson Center, lower level Atrium

19

Membership Meeting; 7 p.m.
Anderson Center



May

TBD

Walk Thru-Chicken Dinner; 6:30 p.m.
Coney Island

June

4, 5 & 6

Summerfair
Coney Island

New Feature!

Exec-U-Talk

Exec-U-Talk is a series of monthly articles from your Executive Board. Each will have thoughts from one or more of the board member on subjects they have discussed or that will be discussed. We would also like to include subjects that Summerfair members are interested in growing, changing or starting.

This month Jayne Utter, VP Membership, 2010 Fair Chair, is asking thoughts on the following:

We just completed a very successful campaign at Joseph Beth Booksellers bringing in a nice sum of income outside of the fair. What should we do with this money? Put it in the general funds? Start a new way to give back? Let the Executive Board make the choice and let you know about it in the next few months?

We the board would like to open our emails to everyone for thoughts, comments, praise or concerns. We want to become more transparent but at the same time continue our faithful trek to the betterment of Summerfair Cincinnati.



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Summerfair Cincinnati

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