

Other art options offered

By Paul Osolnick
COLLEGIAN STAFF WRITER

Featuring more than 165 artists from across Pennsylvania, the 18th Annual People's Choice Festival of Pennsylvania Arts and Crafts showcases a broad swath of the state's culture.

The festival will be held from Thursday to Sunday on the grounds of the Pennsylvania Military Museum in Boalsburg.

Diana Stapleford, the festival's marketing director, said she expects between 95,000 and 100,000 people to attend the event, which features crafts and works for art enthusiasts of all budgets, high or low.

"There is something for everyone," Stapleford said. "You can walk out of there with a purchase and you can spend anywhere from \$5 to \$5,000."

Stapleford said George and Nancy Marion originally created the festival was, in an effort to

bring the focus back to Pennsylvanian artists after the Central Pennsylvania Festival of the Arts began to bring in artists from across the country through an exclusive invitation process.

The crafts available at the festival are made from a wide variety of materials including leather, clay, fabric and glass, Stapleford said, and items range from baskets to jewelry.

Stapleford said festival organizers will also give away a four-pack of amusement park tickets once an hour for every hour of the festival.

While the festival is intended for all ages, it provides several activities specifically geared toward younger participants.

With activities and attractions like a hands-on science museum, face painting and tie-dye booths, a 12-foot T-rex dinosaur sculpture and inflatable bounce jumpers, children at the festival will have a variety of options for their entertainment.

If you go

What: People's Choice Festival of Pennsylvania Arts and Crafts
When: July 8-11
Where: Pennsylvania Military Museum grounds, Boalsburg
Details: Arts festival featuring food vendors and live entertainment

The festival will also feature a youth artisan tent displaying children's arts and crafts for sale.

Stapleford said the festival will put on a character day Saturday that will include the Pittsburgh Pirates' parrot, among other mascots.

Organizers of the festival attempted to book Penn State's Nittany Lion mascot for the event but he was unable to be reached, Stapleford said.

Along with several food vendors, the festival will have a pig roast held by Andy's On the Go Cafe.

The festival will also host a booth for local growers consisting only of foods made in Centre County. One of the specialty food products made in the area is wing sauce made by Bonfatto's Restaurant in Bellefonte.

A new attraction to this year's People's Choice festival is genre-specific concerts on Friday and Saturday night. Friday is scheduled as a country night featuring Joe Bonson and Coffee Run, while Saturday is planned as a rock night with Hybrid Ice.



The Arts Fest Board of Directors works year-round to plan the event.

Board readies Fest

By Megan Rogers
COLLEGIAN STAFF WRITER

They're government officials, business owners, university administrators and community members — but they also moonlight as members of Arts Fest's Board of Directors.

The intensity of preparations for the Central Pennsylvania Festival of the Arts picks up as July nears, but the festival's Board of Directors works on the event year-round.

The primary role of the organization is to act as a "sounding board" for the festival, board member Susan Steinberg said.

The board reviews the festival budget, makes sure the event is financially sound and holds work sessions to make sure the festival continues to meet the needs of its patrons.

The council is made up of local government officials, university officials and members of the non-profit and business community so it accurately represents State College, Borough Council President Ron Filippelli said.

Filippelli has been serving as a member of the board since his term in the State College Borough Council.

Filippelli said it's important to represent the borough on the board, because the borough and festival are partners in putting on the festival.

And the university representatives make sure the university priorities are taken care of. Penn State Director of Student Affairs Damon Sims and Sally Kalin, associate dean of the University Libraries, both sit on the board.

Putting together the festival is a year-round effort, board members say. The group meets once a month and is also in charge of planning First Night — State College's celebration of the New Year.

"People in the community sometimes think these things just happen, but the people who work in this office and on the board work year-round," Steinberg said.

Board member Katherine Allen said most board members volunteer to work the festival. Allen said she is planning to do some introductions for performances and also help with the ambassador volunteers, a group of volunteers who watch artists' belongings when the artists are on break.

All of the board members say they have personal reasons for dedicating so much time to the festival.

"It's one of the best things in the community and state and I think it's very valuable," Steinberg said.

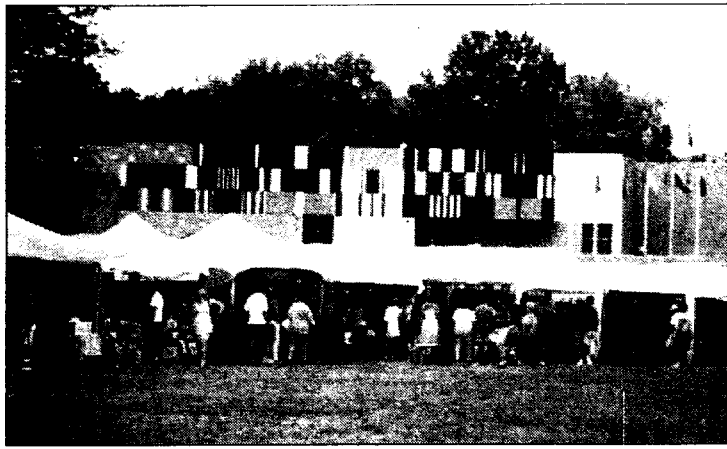
Allen was a longtime attendee of the event before she joined the board three years ago.

"It's been one of the things we always do in the summer," she said. "It's kind of a summer highlight."

Filippelli said he only has positive things to say about the festival.

"It's a wonderful addition to the community," he said. "It's a wonderful event for visitors and families — a wonderful event in terms of highlighting the borough and increasing local business."

To e-mail reporter: mer5200@psu.edu



The People's Choice Festival draws thousands of people each year.

To e-mail reporter: pro5004@psu.edu

HARD AT WORK



Workers take a break after setting up interactive displays at the Central Pennsylvania Festival of the Arts, which will take place from July 7-11 in downtown State College.

Steph Witt/Collegian

Arts Fest draws business

By Paul Osolnick
COLLEGIAN STAFF WRITER

Several local businesses will see a boom in business when more than 100,000 people descend upon downtown State College for the 44th Annual Central Pennsylvania Festival of the Arts.

Arts Fest crowds offer everything from additional boosts to a steady business to a critical source of revenue to businesses operating during the summer without their main source of income: students.

Michael Desmond, co-owner of the Corner Room, 100 W. College Ave., said Arts Fest provides a helpful cash flow during the slowest time of the restaurant's calendar year.

"It's wonderful. Our businesses wouldn't be able to make it through summer without Arts Fest," Desmond said. "It carries us over until the students arrive for the fall and the first football game. In short, we make hay when the sun shines."

While restaurants and hotels will receive most of the increased income, other businesses like clothing stores and local entertainment providers will benefit from the festival as well.

"Events of this magnitude, such as Arts Fest, always attract a large number of visitors from outside the region," Nittany Mall General Manager Lou Kanzleiter said.

Kanzleiter said the mall's distance from downtown State College is short enough to still experience a noticeable increase in the number of shoppers.

"Overall, most businesses do incredibly well," Downtown State College Improvement District Executive Director Jody Alessandrine said. "It's become a tradition — and we're glad it's a part of our community."

But while most businesses will see increased sales from the festival, there are a few businesses that provide similar services to those found at the booths at Arts Fest that will face some temporary competition.

"Traditionally, it's been a huge boom to most businesses," Alessandrine said.

"That being said, it has an adverse affect on some businesses. If you happen to sell smoothies or chicken on a stick, you might be challenged."

Still, Alessandrine said the large turnout has the potential to remove the necessity for local and out-of-area businesses to compete for customers.

Despite the businesses that will have to compete with the festival, most of the downtown businesses simply see Arts Fest as an opportunity for income.

"It's just a very pleasant, cool week regardless of the temperature," Desmond said.

To e-mail reporter: pro5004@psu.edu

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The Center for Women Students is designed to provide a central focus for meeting the needs of women students. Although it is clear that all units within the University have a responsibility to address these needs, the Center for Women Students provides a central entity where women students' concerns can be handled directly or referred to appropriate units within the University or local community.

Familiarize yourself with the information on the website so that you can be a resource to a friend and to your community. Understanding these issues, the emotional aftermath of these crimes, and how to provide appropriate support is valuable to everyone.

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