

Looking back, thinking ahead

Arts Fest coordinators discuss past experience, expectations

By Megan Rogers
COLLEGIAN STAFF WRITER

Carol Baney, Operations Manager

What's your role as Operations Manager?

I'm in charge of the logistics — everything from the portable toilets to the rentals of tents, forklifts, etc.

What do you do to prepare for Arts Fest?

I have to pre-arrange all of those contracts for the rental companies and cleaning companies. I make sure we have telephones for all the volunteers. Anything you think we would need to use, I'm in charge of the rentals.

What do you have to do during the event?

I cover the office and I work with the T-shirt sales business and make sure they have cash. I also work with the water and ice crews to make sure they're keeping up with the food vendors. Occasionally, I have time to stop and shop. You have to do that.

Why do you choose to devote so much time for Arts Fest?

This is my 15th festival. I've enjoyed getting to know the artists and volunteers. It's just a super job.

How has the festival changed and evolved since your time working the festival?

We used to actually be out on the streets as staff, setting up booths. But now we have crew coming down from the Bryce Jordan Center. Things run much smoother than they used to from a logistics side.

What would you say is your best Arts Fest memory?

Being stranded on Memorial Field stage with the water rising up to the level of the stage and not being able to get out. It was in a major thunderstorm. We ended up wading through the water once the lightning stopped. That was about five years ago on a Saturday night.

Any advice for any Arts Fest patrons?

New this year is Bookfest. That's something new to look forward to. They also always have wonderful artists.

Diane Bloom, Director of Development

What's your role as Director of Development?

I'm a fundraiser. I raise the money to make the festival happen.

What do you do to prepare for Arts Fest?

I do the fundraising. We don't have fundraisers — our money is comprised of sponsorship money and individual gifts.

What do you have to do during Arts Fest?

We're all responsible for whatever when it comes to the festival. Whatever needs to be done, we all do. Specifically for the festival week I am responsible for staffing three information booths and am responsible for all sponsorship signs and acknowledgements.

Why do you choose to devote so much of your time to Arts Fest?

I really love the festival. I retired from Penn State and I did fundraising there. The sweetest part is it's a part-time job — it's doing what I love on a part-time basis.

How long have you been a part of Arts Fest? How has Arts Fest evolved and changed over the years?

I've been involved with the festival since January 2007. One thing that's changed is the events we're bringing into Schwab Auditorium are higher caliber and are filling the facility. We've always maintained the quality you'd expect from the festival. We're always striving to maintain that Top Ten ranking in the nation. We're ranked fifth in the 2008 "100 Best Fine Art and Design Shows." And we're behind Miami, Louisville, St. Louis, and Chicago. And then there's this little town called State College.

Any advice for Arts Fest newcomers?

Stay hydrated, buy a lot of our water. Take in the Bookfest at the Schlow [Centre Region] Library on Saturday. That should be fun. We have some really excellent performers but also some good vendors. Look through our guide and make a weekend out of it.

To e-mail reporter: mer5200@psu.edu



Courtesy of picasaweb.google.com

Jurors and staff of Arts Fest gathered at the Penn Stater.

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