

NEWBERG CENTENNIAL COMMITTEE MEETING

October 1, 1987

This first meeting of the Newberg Centennial Planning Committee was brought to order at 7:30 by City Council President Roger Gano. The following persons were present: Arvilla Page, Jean Harris, Barry Hubbell, Donna McCain, Deborah Ratzloff, and Roger Gano. Janice Tormey was present representing the Newberg GRAPHIC. Absent was committee member Jerry Harthun.

By unanimous vote of those present, Jean Harris was elected Chairperson of this Planning Committee. Roger Gano agreed to keep the minutes of this first meeting.

Roger Gano was charged with finding out what financial resources the City was committing to the Centennial planning; also what funding and participation could be expected from the Chamber of Commerce.

Arvilla Page expressed the belief that Newberg's actual "birthday" falls sometime in April...Newberg was incorporated as a "town" in 1889; a "city" in 1893. Chairperson Harris expressed the opinion that Newberg should begin its celebration in mid to late 1988, and building in intensity to the April 1989 date.

Fund raising was next discussed: in addition to City and Chamber of Commerce monies, help should be sought from local industries (in the form of cash and services), and local clubs and organizations (for "specific project" help). Additional fund raising ideas focused on sales of memorabilia. Specific items discussed were bumper stickers, plates, key rings, mugs, T-shirts, lapel pins, and belt buckles, all bearing a "Newberg Centennial" logo. Roger Gano to present a copy of a proposed logo at the next meeting. Donna McCain to check on pricing of other sales items.

The Committee discussed the gathering and display of old Newberg artifacts....perhaps starting shows during Old Fashioned Festival in 1988. The materials could be displayed for up to one month at a time, then returned to the respective owners. Roger Gano agreed to help coordinate the display of historic City of Newberg documents, and secure a display case for their display in City Hall. Additional sources to contact for historic documents might be the Chehalem Park & Recreation District, the Newberg GRAPHIC, the Chamber of Commerce, George Fox College, Newberg School District, Smurfit Newsprint Company (formerly Spaulding Pulp & Paper Company), Riley's Photographic Studio, and the Newberg Heritage Club.

Barry Hubbell agreed to coordinate a Spring 1989 musical event at George Fox College, and to work with the College's Art Museum in a feature on Newberg.

OTHER IDEAS PRESENTED:

- * Urge the City to investigate a special plate on its postage meter announcing "Our 100th Year";
- * Have a booth at Old Fashioned Festival and Yamhill County Fair (seeking help from local companies in financing and preparation);
- * Encourage Old Fashioned Festival and Champoege Pageant to promote the Centennial idea in their productions;
- * Costume day...in April, 1989;
- * A weekly Events Calendar and "Centennial Column" in the GRAPHIC.

The next meeting of the Committee will be Thursday, Nov. 5, at 7:30 PM, in Newberg City Council Chambers, City Hall.

NEWBERG CENTENNIAL COMMITTEE MEETING
November 5, 1987

The Newberg Centennial Planning Committee meeting was brought to order at 7:30 pm, in Newberg City Council chambers, by Chairperson Jean Harris. The following persons were present: Arvilla Page, Jean Harris, Donna McCain, Dorothy McCollum, Janet Ker, Clyde Goin, Gerry Harthun, and Roger Gano. Absent was committee member Barry Hubbell.

Roger Gano advised the Committee that the Newberg City Council could probably allow \$3,000 for Committee promotion work, but that figure would have to be established after a verbal presentation before the Council by a representative of the Committee. Janet Ker reported that the Newberg Area Chamber of Commerce had no funds budgeted for a promotion, but they would be involved.

The Committee next discussed the dates of celebration, and formally approved the Centennial celebration dates to be from January 1 through December 31, 1989.

Donna McCain discussed the idea of Centennial banners (such as the Rose Festival banners), which could appear around the June 1st and stay along First Street through August. Janet Ker suggested a re-usable banner to hang in future years.

The Centennial logo was next discussed. Modification suggestions focused on the unification of the logo....so the banner proclaiming our Centennial does not appear as an after-thought to the City's logo.

Centennial souvenirs were discussed, with key tags and plates highlighted. Roger Gano showed a "Newberg" plate which was sold during the 1959 Oregon Centennial celebration. Gano will contact Garry White, White's Collectables, for a current price on producing such a commemorative plate. Other souvenirs discussed included T-shirts, mugs, and lapel pins. Bumper stickers were discussed, and it was the consensus of the Committee that it would be nice to offer them as give-aways for advertising purposes.

Janet Ker suggested the commissioning of a commemorative poster for the Centennial.

Jean Harris agreed to contact the School District for representation at future meetings.

Gano reported that GRAPHIC publisher Jim Kelly has agreed to publish a weekly "Newberg Centennial" column beginning in January, 1989.

The next meeting of this committee was set for Thursday, December 10, 7:30 pm, at the residence of Dorothy McCollum, 906-A Filbert Court, Newberg.

A. Page

NEWBERG CENTENNIAL COMMITTEE MEETING
December 10, 1987

The Newberg Centennial Planning Committee meeting was brought to order at 7:45 PM, at the home of Dorothy McCollum, 906-A Filbert Court, by Chairperson Jean Harris. The following persons were present: Jean Harris, Donna McCain, Dorothy McCollum, Gerry Harthun, Glen Post, and Barb Mingay. Absent were committee members Janet Ker, Clyde Goin, Deborah Ratzloff, and Roger Gano.

Jean Harris gave a report from the meeting of City Council. She indicated that the Council has made \$3000 available to the Newberg Centennial Committee, for use in purchasing bumper stickers, etc.

The role of the committee was discussed; it was concurred that the committee would act as coordinator of the centennial celebration.

Glen Post suggested that a first annual tour of the historic Victorian homes in Newberg be enacted. The guided tour could occur over one weekend, in conjunction with Old Fashioned Festival, and admission would be charged. This event could be a major fund raising program for the community if put together properly.

Jean Harris indicated that Dennis Hagen, coordinator for the Champoege Pageant, has plans to use the creation of Newberg as the theme for the 1989 Pageant. It was the committee's desire to request that the Old Fashioned Festival Theme for 1989 also center on the centennial celebration.

It was announced that the Chamber's major contribution toward the centennial celebration was centered around the creation and placement of new Newberg entrance signs.

Donna McCain suggested that the logo for banners be designed in such a manner that reference to the centennial celebration could be trimmed off. This would allow re-use of the banners in other years.

Centennial souvenirs were next discussed. Concern was expressed about using all of the \$3000 budget to purchase pins. It was the consensus of the members that a combination of keyrings and lapel pins be purchased. It was suggested that a shirt design be done by Team Graphics, and either be sold by them or be available for sale by other local retailers. Dorothy McCollum will continue to gather pricing information on coffee mugs, tee shirts and sweatshirts.

A Newberg booth at the 1988 County Fair was discussed. It was suggested by Glen Post that a 30 minute video tape be done for display at the fair and for use as public service spots on TCI. The film should be started in January of 1988 and should include various settings and times of the year. Glen Post offered to research the availability of camera/video students through TCI. It was concluded that local people be used whenever possible.

Barb Mingay was asked to check on the possibility of having a centennial reference placed on the City Hall postage meter for use during the centennial year on all outgoing mail.

Donna McCain suggested that a budget be established. Possible funding sources were discussed. It was suggested that letters be mailed to local businesses and professional groups, as well as private citizens, requesting contributions to a centennial celebration fund. It was suggested that Roger Gano compile a computer mailing list. Donna McCain volunteered to draft a fund raising letter. The committee concurred that a post office box should be obtained prior to fund raising letters being mailed. This will be investigated in January.

Committee membership was discussed. It was identified that both local historic groups were unofficially represented, as Glen Post and Jean Harris are members of those groups, as well as this committee.

Creation of a non-profit organization independent from City Hall was discussed. Glen Post offered to obtain incorporation papers for presentation at the January meeting. Donna McCain and Glen Post volunteered to be the incorporators and Jean Harris volunteered to be the Agent of Record. If this process is enacted, it was identified that officers should be elected and papers filed during January.

Roger Gano and Jim Kelley will be asked to report on logo design progress at the January meeting.

It was suggested that a poster contest be run through the school system. Glen Post offered to bring the suggestion to the School Board.

The next meeting of this committee was set for Thursday, January 7, 7:30 PM, at the Newberg Public Library Rotary Room.

NEWBERG CENTENNIAL COMMITTEE MEETING
January 7, 1988

The Newberg Centennial Planning Committee meeting was brought to order at 7:45 PM, at the Newberg Public Library, by Donna McCain in the absence of Chair Jean Harris. The following persons were present: Roger Gano, Gerry Harthun, Barry Hubbell, Janet Ker, Donna McCain, Dorothy McCollum, Barb Mingay, Arvilla Page, and Glen Post. Absent were committee members Clyde Goin, Jean Harris, and Deborah Ratzloff.

The minutes were approved as distributed.

Dorothy McCollum reported that Team Graphics had given some very good prices for screen-printed shirts; however, she still has several other agencies to contact.

Discussion occurred regarding application for non-profit status as a separate entity from City Hall. Roger Gano reported that he had discussed the subject with the City Attorney, with the conclusion that the City's non-profit status should be sufficient for the Centennial Committee to operate under. It was the consensus of the Committee that the City hold all collected monies in a special fund.

Roger Gano indicated he had no current design information available at this time; however, at the next meeting he would bring information relating to banner designs.

It was the consensus of the Commission that Bill O'Conner be asked to attend the Centennial Committee meetings as a representative of the Old Fashioned Festival Committee. Janet Ker indicated she would contact him.

A fund raising letter was next discussed. Janet Ker expressed her concern regarding a possible conflict with the Old Fashioned Festival fund raising program currently in place. She suggested that a marketing plan be put in place prior to expenditure of funds.

A tentative schedule of events was reviewed with the following items highlighted:

- February 1989 - Signs announcing events put in place
- March 1989 - Opening Ceremony - Dedication and placement of banners
- April 1989 - Musical Event
- July 1989 - Old Fashioned Festival Parade
- July 1989 - Tour of Historic Homes

Tee shirt sales were discussed. Janet Ker volunteered to ask the Downtown Merchants Association and the Springbrook Merchants Association if they would be interested in participating in a sales program and what kind of profit ratio they would require, time frame for stocking the shirts, etc.

It was suggested that an RFP be done to obtain a graphic arts consultant to set up a graphic design plan including a marketing plan, centennial theme, and logo.

Motion: Gano-Post to ask Steve Eichenberger to do preliminary designs for a logo, theme, colors and an overall concept for Centennial 1989, for an amount not to exceed \$200. Motion carried unanimously.

Dorothy McCollum will present the request to Mr. Eichenberger and return a report at next month's meeting.

It was suggested that a poster design be commissioned rather than having a poster contest open to the general public.

Marketing of the Centennial events was briefly discussed. Glen Post indicated that he would contact Barry Post relating to possible assistance in this area.

A video tape to be available for use during the coming Old Fashioned Festival, or County Fair was discussed. Barry Hubbell indicated he could possibly present this as a class project for the next term of students at GFC.

It was suggested that the committee encourage all local businesses to participate in promotion of the Centennial. One method of participation was to use peel-off logos on all business mailings, as well as to encourage businesses to include centennial information via their postage meters.

It was unanimously agreed that Glen Post request forms from the Burlington Northern Foundation for a possible grant for the Centennial celebration. Potential use of grant funds might include \$2500 for an antique carousel to be in use during festival events, a community Centennial Calendar of Events possibly incorporating pen and ink drawings of historic homes, use of horse drawn carriages for transportation on tours, etc.

The next meeting of this committee was set for Thursday, February 4, 7:30 PM, at the Newberg Public Library Rotary Room.

NEWBERG CENTENNIAL COMMITTEE MEETING
February 4, 1988

The Newberg Centennial Planning Committee meeting was brought to order at 7:35 p.m., at the Newberg Public Library, by Chair Jean Harris. The following members were present: Jean Harris, Donna McCain, Dorothy McCollum, Deborah Ratzloff, Arvilla Page, and Barry Hubbell. Absent were Committee members Clyde Goin, Roger Gano, Gerry Harthun and Janet Ker.

Minutes of the January 7, 1988 meeting were approved as distributed.

REPORTS:

T-Shirts: Dorothy McCollum reported she has invited Sandy Dormer to attend the Committee meetings. Mayor Hall is considering appointment of Ms. Dormer to the Committee. Mrs. McCollum reported that Ms. Dormer has stated she would be able to do most of the work involved on the T-shirts and other promotional items at her wholesale cost.

Possible conflict of interest created by purchasing from a Committee member and whether obtaining bids on purchases would be required were discussed by the Committee. It was the consensus of the Committee that a primary supplier probably should be a member of only a sub-committee and not a member of the primary committee. On bids, unless the amount is large, several quotes should be obtained in writing whenever possible. Also, purchases should be made from or through local businesses whenever possible.

Logo Design: Fifteen different concepts for the logo that were prepared by Steve Eichenberger were presented by Dorothy McCollum. The adaptability of the different designs for various purposes was discussed. Also discussed was the placement of street banners.

Motion: Page-McCollum to adopt the banner and confetti design for the Newberg Centennial logo. Carried unanimously.

Ms. McCollum stated she would confer with Ms. Dormer and Mr. Eichenberger for color concepts to be considered by the Committee.

Various uses for the logo were discussed. Use of the logo on metered mail was suggested with possible promotion as a gift to the City from the business. Stickers to be used on mail by businesses and others was also discussed.

Mr. Hubbell brought up whether the name of the state should be included on the logo. This led to a discussion of the goal of the promotion. It was the consensus that the goal is to promote the centennial locally and regionally. Therefore, the name of the state would not be necessary.

Finished Logo: Mrs. McCain suggested that the work for the finished logo should include color separation. No decision was made on this at this time. Mrs. McCollum was asked to return to Mr. Eichenberger and offer up to \$100 for a finished design.

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Posters: Mrs. McCollum suggested that local artists be offered the opportunity to design a poster to be sold to the public. No payment to the artist would be made, only recognition of the artist.

Motion: McCollum-Ratzloff to have a poster design contest among local artists--to be worded very carefully. Carried unanimously.

Video Tape: Mr. Hubbell reported that he has not yet received a response to his letter. Mrs. Harris noted that the Centennial Heritage Club members have many pictures that could be incorporated into a video.

Merchandizing: Janet Ker, not present, was to check with the merchants regarding the cost of selling Centennial products.

Plates: Mr. Gano, not present, was to check on plates. Mrs. McCollum reported that Ms. Dormer would also be able to do plates.

Marketing Concept: Mrs. McCain noted that we may need to hire someone or we may be able to just follow the book.

Events Marketing: Mr. Post, not present, was to get a quote from someone to do marketing for Centennial events.

Miscellaneous: The Calendar of Events, as listed in the January Minutes, was discussed briefly. Mrs. McCain reported the Park District is making improvements at Ewing Young Park that will be ready by the centennial year.

Meeting adjourned at 9:05 p.m.

NEXT MEETING: Thursday, March 3, 1988, at 7:30 p.m., at the Library.

Arvilla Page, Recording Secretary

NEWBERG CENTENNIAL COMMITTEE MEETING
March 3, 1988

The Newberg Centennial Planning Committee meeting was called to order by Chair Jean Harris at 7:30 p.m. at the Newberg Public Library. The following members were present: Jean Harris, Dorothy McCollum, Glen Post, Roger Gano, and Arvilla Page. Also present was Sandy Dormer, member of the sub-committee on promotional materials.

The minutes of the February 4, 1988 meeting were approved as presented.

Mrs. Harris reported on the 75th anniversary celebration being planned by the Klamath County Library. She reported they are planning to have a banquet with invitations going out to the Secretary of State, Governor, and other noted people. Citizens, by invitation only, will be offered the opportunity to attend for a cost of \$15. The Committee then discussed whether this type event would be possible for the Centennial. One of the problems would be a facility large enough. The A-Dec facility was noted as being the only facility that would be large enough. The timing for the event, speakers, entertainment, and special guests were discussed.

REPORTS:

Logo Design: Dorothy McCollum reported that Steve Eichenberger is working on the finish copy of the logo. She stated she offered \$300 for the work as instructed. Mr. Eichenberger pointed out that he would charge any other customer \$500 for such a project and asked for an additional \$100, for a total of \$400.

The Committee discussed the amount of time Mr. Eichenberger is spending on the project. They also discussed the need to copyright the design. Mr. Post said he was familiar with the copyright procedure and would take care of getting the logo copyrighted.

Motion: Post-Gano to pay Steve Eichenberger an additional \$100, for a total of \$400 for design concept and completed logo for the Centennial. Carried unanimously.

Marketing: Ms. Dormer exhibited several promotional cups. Of particular interest to the Committee was a cup with graphics about a particular place. Ms. Dormer stated the artist would visit the area and do the design for the cup on a commission basis. The various uses for the logo were discussed. Ms. Dormer and Ms. McCollum noted that the Chamber 'After Hours' event would be a good place to showcase and get input from local businesses regarding selling promotional items. The planned bumper sticker was discussed. Ms. Dormer reported the cost of various sizes and the time needed for production. This item would need to be ready for distribution at the 1988 Old Fashion Festival.

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Contests: Posters were again discussed by the Committee. One suggestion was to have a school contest with a winner at each school. Also discussed was an essay contest.

Meeting adjourned at approximately 9:00 p.m.

NEXT MEETING: April 7, 1988, at 7:30 p.m. at the Library.

Arvilla Page, Recording Secretary

NEWBERG CENTENNIAL COMMITTEE MEETING
April 7, 1988

The Newberg Centennial Planning Committee meeting was called to order by Vice-Chair Donna McCain at 7:30 p.m. at the Newberg Public Library. The following members were present: Arvilla Page, Dorothy McCollum, Janet Ker, Deborah Ratzloff, Clyde Goin, Donna McCain, and Barry Hubbell. Also present was Sandra Dormer, member of the sub-committee on promotional materials.

Most members present had received a copy of the letter from Jean Harris announcing her resignation from the Committee. Donna McCain stated she would be willing to assume the Chair in place of Jean Harris. All those present approved.

The minutes of the March 3, 1988 meeting were approved as presented.

REPORTS:

Banquet: Dorothy McCollum reviewed the banquet idea for those that were not present at the previous meeting. There might be a conflict with the Chamber of Commerce banquet. The Committee discussed the possibility of combining the banquets of the two groups. Janet Ker said she would see what could be developed with the Chamber. Last years Chamber banquet was about the third week of January.

Logo: The design work has been completed and an invoice submitted to the City for payment. Glen Post was not present to report on the status of copyrighting the logo.

Marketing:

Bumper Stickers - These, to be given away free, will be ready for the Old Fashion Festival in July and will also be available at various locations.

Calendar - The Committee discussed this idea in some detail. A calendar could be used to highlight Centennial events throughout the year. The house drawings that were done for the note cards previously could be used. Dorothy McCollum and Sandy Dormer volunteered to organize the calendar.

Lapel Pins - Sandy said several of the vendors are going to make samples. The logo design chosen does not work well as a pin. Donna McCain suggested that two pins be considered; a nice souvenir one and a very inexpensive one that more people would buy.

Coffee Mug - A Portland mug was passed around as an example of what could be done for a Newberg Centennial mug.

Fund Raising: Several ideas for generating funds were discussed. Among them were a cookbook and a raffle. Janet Ker described some events the Chamber has had and the funding that was needed for each.

Budget: The City has funded the Committee initially with \$3,000. At this point only the logo design of \$400 has been expended leaving a balance of \$2,600.

Planned Expenditures: Letters should go out soon to organizations letting them know about the Committee and asking for input. Needed are a post office box (Dorothy said she would arrange this), stationary, and there will be postage.

Donna McCain said she has heard that U.S. National Bank will sponsor cultural events. Janet Ker agreed and said we need to contact the local bank manager regarding this.

Other discussion: Music - coordinate with Mike Boyes; wine makers -special labels; logo on shopping bags; logo on all kinds of paper products used by businesses. Janet Ker said we need to have camera ready logos to go out with the Chamber's fall letter to businesses.

Donna McCain noted that we need to get some firm costs identified and start making some commitments.

Poster Contest: Professional or school children? Both? Contest may be a bad idea for a professional poster. Sandy described the artist of the Portland mug and how she thought he might work with the Committee.

Motion: Ker-McCollum that Sandy talk to the Portland mug artist about doing a Newberg design for a mug, plate, and poster. Carried unanimously.

Banners: Roger Gano was going to check into cost. Al Blodgett would have all the information. Also, Bill O'Connor of the Old Fashion Festival has designed several.

Obtaining the local Clydesdales for various uses was discussed. They would have to be arranged for early as they are in great demand.

Meeting adjourned at 9:00 p.m. Next meeting will be Thursday, May 5 at 7:30 p.m. at the Library.

Donna McCain 538-4696

NEWBERG CENTENNIAL COMMITTEE MEETING
May 5, 1988

The Newberg Centennial Planning Committee meeting was brought to order at 7:30 PM, at the Newberg Public Library, by Donna McCain. The following persons were present: Donna McCain, Clyde Goin, Barry Hubbell, Dorothy McMollum, Sandy Dormer and Glen Post.

Item 1: Banquet Discussion

Donna McCain spoke with Al Blodgett regarding the Chamber Banquet. The Centennial Banquet will be combined with the Chamber Banquet, to occur January 21, 1989. A meeting will be set to discuss the banquet with the Chamber Committee in the fall.

Item 2: Marketing

A. Bumper Stickers.

The small size was selected at a cost of 25-30 cents each, in two colors. It was planned that 2500 would be available by July, 1988, for "give-a-ways" at the Old Fashioned Festival. The cost will be \$400 or less.

✓ Motion: Post-McCollum to approve \$400 or less for stickers. Motion carried unanimously.

B. Professional Poster to be Commissioned.

An artist wants \$200 plus minimal commission. Everyone expressed an interest; however, this project will be on hold until Ms. Dormer can meet again with the artist.

C. Newberg Cup.

A professional design by the same artist mentioned above, would be done for \$100 plus minimal commission.

✓ Motion: Goin-Post to approve \$100 for artist to begin work. Motion carried unanimously.

Item 3: Logo Copyright.

Glen Post indicated that the logo cannot be copyrighted as it has been paid for with public funds; it belongs to the public.

Item 4: Poster Contest.

This will require liaison with the schools; more discussion will follow.

Item 5: Banners.

The brackets for Christmas Ornaments could be used to hold the banners; there are 55-60 of those. Discussion occurred relating to design, type of fabric, and length of time to hang. Further discussion will follow.

Item 6: Community Letter To Get Involvement.

Suggestions included window displays, barbershop quartet contest, art fair, centennial cookbook, choir festival and more.

Dorothy McCollum will be meeting with Janet Ker to get stationary set up.

Item 7: Timing Change for Festival Celebration.

January through December, 1989 may be too much. The possibility of ending the celebration with the Old Fashioned Festival, or in August, ending with a bang — summer concerts, fireworks, etc.

Item 8: PO Box.

The post office box application has been picked up and a box will be acquired next week (approx 5-10-88).

Item 9: Old Fashioned Festival/Fair Booth

There will be no booth at the 1988 Old Fashioned Festival or Yamhill County Fair; however, bumper stickers will be ready for distribution at that time.

Item 10: Marketing Expert.

Glen Post met with the marketing man, (Mr. Post). He indicated that he would be unable to assist the committee due to poor health. Discussion followed relating to having the GFC Marketing Class assist.

Item 11: Clydesdales.

Quailhurst Farm has been contacted regarding the use of the Clydesdales during the celebration. Dorothy McCollum and Sandy Dormer will meet with them during this summer to see what is available to meet our needs.

There being no further business, the meeting was adjourned.

Respectfully Submitted,

Dorothy McCollum

ATTENTION

ALL

COMMITTEE

MEMBERS

YOU ARE ALL IMPORTANT TO THE CENTENNIAL, AND YOUR
INPUT IS NEEDED.

PLEASE ATTEND THE NEXT MEETING (AND THOSE THAT
FOLLOW). WE ARE ALMOST HALFWAY THROUGH 1988, AND
WE NEED YOUR HELP!

NEXT MEETING IS THURSDAY, JUNE 2ND - 7:30 PM AT
THE LIBRARY.

SEE YOU THERE.

NEWBERG CENTENNIAL COMMITTEE MEETING
JUNE 2, 1988

The Newberg Centennial Planning Committee meeting was brought to order at 7:30 PM, at the Newberg Public Library, by Donna McCain. The following persons were present: Donna McCain, Barry Hubbell, Dorothy McCollum, Sandy Dormer and Janet Ker.

Item 1: Bumper Stickers

A price correction for bumper stickers was indicated; the cost will be \$660 for 2500 yellow with pink and black stickers. The original authorization was for \$400.

Motion: McCollum-Ker to authorize the additional money. Motion carried unanimously.

Item 2: 1988 Old Fashioned Festival Booth

Use of a 1988 Festival Booth was again discussed. It could be used to distribute stickers and for sales of a special Newberg mug.

Motion: Ker-Hubbell to reinstate booth plans, including verification with Adec regarding use of booth, and completion of application from Chamber of Commerce, and approval of booth fee of \$25.00. Motion carried unanimously.

Item 3: Marketing of Mugs

It was indicated that the special mugs would be priced at \$4.95 each and the logo mugs would be priced at \$3.95 each. The wholesale price to the Centennial Committee would be \$2.00 - \$2.25 per mug; the mugs would then be distributed to retailers for \$3.75 - \$4.00 each (actual price to be determined at a later date).

Item 4: Stickers

Idea tabled for now.

Item 5: Poster Contest

Glen Post was not present; discussion of this item will be continued to a later date.

Item 6: Banners

Sandy Dormer presented samples, 3 ft. by 5 ft., with many colors to choose from. Comments were made relating to whether the banner should be single or double sided, and how many banner colors should appear. This item will be discussed at a later date when samples can be presented.

Item 7: Lapel Pins

It was noted that the pins would cost approximately \$1.10 each.

Item 8: Chamber and Centennial Banquet

The Committee indicated that the distribution of lapel pins and various other Centennial items could occur during the joint banquet.

Item 9: Wine Glasses

It was suggested that Newberg wine glasses could possibly be used during the 1989 Chamber Auction. Individuals in charge of the Chamber Auction will be approached relating to this issue.

Item 10: Attendance

Many Committee members are not attending meetings. Donna McCain will ask the City what the policy is regarding attendance. It is extremely difficult to rely on people who don't attend meetings regularly.

Next Meeting Date: Thursday, July 7, 1988 - Newberg Public Library

Respectfully Submitted,

Dorothy McCollum

NEWBERG CENTENNIAL COMMITTEE MEETING
July 7, 1988

The Newberg Centennial Planning Committee meeting was brought to order at 7:40 P.M. at the Newberg Public Library, by Donna McCain. The following members were present: Donna McCain, Dorothy McCollum, Arvilla Page and Glen Post.

The minutes of the previous meeting were approved as presented.

Item 1: Bumper Stickers

Sandy Dormer is making the bumper stickers herself to lower the cost. They will be ready for distribution at a booth at the Old Fashioned Festival the last weekend in July.

Item 2: O.F.F. Booth

The booth is being shared with the Chamber of Commerce. The booth will need to be manned from 10 A.M. to 7 P.M. on Friday, 10 A.M. to 7 P.M. on Saturday and from 10 A.M. to 4 P.M. on Sunday. Volunteering to man the booth were Dorothy McCollum on Friday, Donna McCain and Glen Post on Saturday, Arvilla Page on Sunday. More volunteers are needed.

Cups with the Centennial logo will also be available for sale in the booth. It was agreed to price the cups at \$5 to reduce the change making chores. Mr. Post volunteered to put the price on the cups with a pricing gun if he has the cups the week before the Festival.

The need for a sign for the booth was discussed and how the sign would be displayed. The library has a computer and program that can make the sign and we may be able to borrow some volleyball net stands to hang the sign on. Mr. Post will check on this.

It was also decided that the workers in the booth would wear shirts with the Centennial logo. Mrs. McCollum will arrange with Sandy Dormer to have the shirts available for the O.F.F.

Item 3: Letterheads

Mrs. McCain felt we need to get the letters out now to the local organizations and businesses asking for their input. She recommended proceeding without a letterhead, using a copy of the Centennial logo. Those present agreed. The Committee now has a post office box:
P. O. Box 1103.

Item 4: Coordination

The Committee needs to be in close contact with the Old Fashioned Festival officials to coordinate 1989. The purpose of the Newberg Centennial Committee is coordination with and support for other groups and organizations and to urge others to emphasize Newberg's centennial year.

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Item 5: Chamber Banquet

Discussed were special guests and special honors. A special limited edition lapel pin to be given to all attenders of the banquet was discussed with possibly asking that the ticket price be increased by \$1 to cover part of the cost of the pins.

Also discussed and approved was asking the banquet florist(s) to use the Centennial mug instead of vases for the centerpieces. The mugs would be provided at no charge and the centerpieces given to the guests as at past banquets.

Item 6: Calendar

The content, artwork, and cost of a calendar were discussed. The date of events in Newberg during 1989 should be noted on the calendar. The set of ten different note cards of historic homes was again suggested for use on the calendar. Mr. Post, who's home was featured, said he would contact the artist regarding cost for use of the drawings.

Item 7: Poster Contest - Kids

Mr. Post said he would get this started at the August meeting of the School Board. He recommended there be a winner in each school in the district; 5 grade schools, 2 middle schools, and the high school. The prize could be one of the Centennial sweatshirts.

Item 8: Committee Attendance

Mrs. McCain talked with Mayor Hall regarding members that have not attended the meetings on a regular basis. Only two resignations have been received. Members that do not plan to attend meetings should submit their resignations so that others may be appointed.

Item 9: Retail Sales Policy

After discussion of percentage of proceeds of sales of Centennial items, it was decided that we need a retail sales policy. Mr. Post volunteered to draft one for review.

Item 10: Budget

The budget was reviewed. Initial funding from the City was \$3,000. Expenditures approved to date: Logo design = \$400, Mug artwork = \$100, Post Office box = \$14, Bumper stickers = \$660. Total expenditures approved = \$1,174. Balance = \$1,826.

New Expenditure Approval: Post moved and Page seconded the purchase of up to 500 mugs, not to exceed \$1,200 from Custom Creations. Carried.

Meeting adjourned. NEXT MEETING AUGUST 4, SAME TIME AND PLACE.

NEWBERG CENTENNIAL COMMITTEE MEETING
August 4, 1988

The Newberg Centennial Planning Committee meeting was called to order at 7:40 P.M. at the Newberg Public Library, by Donna McCain. The following members were present: Roger Gano, Clyde Goin, Donna McCain, Dorothy McCollum, Arvilla Page, and Sandy Dormer. Also present were Al Blodgett and Mike Boyes as observers for the Old Fashioned Festival and the Fire Department, and other groups that will be involved in future plans of the Committee.

The minutes of the previous meeting were approved as presented.

Item 1: O.F.F. Booth

Some of the problems encountered at the booth and the origins of the calendar/poster were discussed. The Centennial logo was used on the poster without the Committee's approval, however, we were given 1,000 of the posters. It was decided to sell the posters at the booth for \$1 each and 22 were sold. Also sold were 50 mugs. \$341.50 was taken in on sales of mugs for a net profit of \$291.50 on the mugs. One mug and one visor were given to Mindy Duncan, Miss Teen USA.

Item 2: Bumper Stickers

There are a lot of bumper stickers left after the Old Fashioned Festival and distribution of the remaining stock was discussed.

Motion: Gano-Goin to distribute the bumper stickers through curb markets, banks, and family restaurants. Carried unanimously.

Sandy & Dorothy volunteered to distribute and make a list of the distribution points.

Item 3: Letter to Groups and Organizations

Donna McCain reported she has sent out a letter with suggestions for activities and asking for a response. Rotary has indicated an interest in a fireworks display. Some of the organizations do not meet during the summer and response may be slow coming in.

Item 4: Banners

The City has approved the banner hanging. Getting the banners hung will be the responsibility of the City. We will probably be able to enlist the help of the Volunteer Firemen.

Item 5: Mugs

Sandy recommended they be sold for not less than \$3.95 to the retailers with a suggested resale price of \$4.95. There were 288 mugs produced with just 50 sold at the O.F.F. booth. Roger Gano offered to make the retail contacts and take orders.

Item 6: Calendar (not the poster)

The pictures and listing of events for a regular flip calendar were discussed. The calendar will need to be formulated in September and October for a November printing schedule. It was suggested that the blank date blocks on each calendar page be used for historic notes.

Item 7: Budget

Balance 7/7/88		\$1,826.00	
Revenues:			
Booth Sales	313.50	343.50	
Expenditures:			
Mugs	770.00		
Booth Fee	25.00		
Balance 8/4/88		<u>\$1,344.50</u>	1374.50

Item 8: Marketing

Suggestions for marketing various items at the Chamber golf tournament and at other functions were discussed. Trying to obtain use of the small shop space next to the Cameo Theater for the Christmas season for product sales was suggested.

Item 9: Treasurer

The need for a petty cash fund and someone to keep track of our budget were discussed.

Motion: Gano-Page to cast a unanimous vote for Dorothy McCollum to be the Treasurer and that a \$50 Petty Cash Fund be created for the Treasurer to pay minor expenses. Carried unanimously.

Item 10: Co-ordination

Mike Boyes stated that the Chamber will be wanting to do its own thing for the Centennial and problems will need to be ironed out. There needs to be representatives from the Centennial Committee attending meetings of other groups.

Dorothy offered to attend meetings of the Chamber Banquet Committee. Donna offered to attend meetings of the Old Fashioned Festival Committee.

Meeting adjourned at 8:55 P.M. NEXT MEETING SEPTEMBER 1, SAME TIME AND PLACE.

NEWBERG CENTENNIAL COMMITTEE MEETING
September 1, 1988

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Sandy Dormer, Clyde Goin, Barry Hubbell, Donna McCain, Arvilla Page, and Glen Post. Guest, Mary Post.

Minutes of the previous meeting were discussed. The posters at the Old Fashioned Festival Booth were sold for \$2 each. The correct total booth sales were \$343.50 and the correct balance at 8/4/88 would be \$1,374.50. Motion: Goin-Post to accept the minutes of the August 4 meeting as corrected. Carried unanimously.

Correspondence: Three pieces of mail were received. Donna Ratzloff has submitted her resignation from the Committee but would like to continue to receive copies of the minutes of the meetings. The Kiwanis would like to get involved in some way. They will be sponsoring an all church choir festival on May 31, 1989. The American Cancer Society made no commitment, but they will dress in costume for their annual contribution campaign.

Item 1: Bumper Stickers

Sandy reported that these have not yet been distributed to the various locations.

Item 2: Mugs

The rumor is that the merchants do not feel there is enough profit involved. Glen pointed out that the merchants cannot afford to handle these at just 20% and he suggested that the profit be split evenly with the merchants at about 35/35.

Item 3: Public Awareness

Sandy suggested we try to get a regular space in the Graphic. Donna noted that the Graphic will be doing a special issue and they now are doing a regular feature on Newberg's past.

Item 4: Marketing

Attendance at the Chamber After Hours to market the Centennial products was discussed. Members of the Committee will try to attend this event. Various retail locations were identified. Grocery stores are high traffic areas, and most are locally owned. Bi-Wise Drug, Dent's, White's, Chehalem Merchantile, all florists, Yamhill's, and others. Barry suggested the GFC Bookstore and Glen suggested the Bed & Breakfasts in the area.

Item 5: Calendar

Sandy said she would contact Giles at Chehalem Printing regarding type of paper and the cost of printing the calendars.

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September 1, 1988
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Newberg Historical Preservation Society will be doing a special walking tour of historical homes with guides in May. Date to be finalized yet.

George Fox Musical in April.

All Church Choir on May 21.

Old Fashioned Festival July 27 thru 30

Mrs. Mary Post volunteering to pen and ink sketches for the calendar.

Item 6: Contests, Poster or Other

Glen reported that the School Board is heavy into writing. We may be able to work with them by having an essay contest. There could be a smaller prize in each school and an over all prize. The timing for the contest would be in January or February.

New Business

Dorothy to be representative to Chamber Banquet Committee, Donna for Old Fashioned Festival. People to contact on these are Al Blodgett and Bill O'Connor respectively.

Glen reported that, depending on insurance cost, we may be able to do a wagon tour of historic homes during Old Fashioned Festival.

Meeting adjourned at 9:10 p.m. Next meeting at 7:30 p.m. on October 6, 1988 at the Newberg Public Library.

NEWBERG CENTENNIAL COMMITTEE MEETING
October 6, 1988

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Sandy Dormer, Roger Gano, Barry Hubbell, Donna McCain, Dorothy McCollum and Arvilla Page. Also present was Mike Boyes, representing the Old Fashioned Festival Committee and the Chamber of Commerce.

Minutes of the previous meeting were approved as presented.

Item 1: Calendar

Sandy presented the calendar pictures drawn by Mary Post. The Committee decided the calendar should be on parchment paper with one color ink, brown. Each drawing will be enclosed in an oval frame with the identity of the building shown on the same sheet as the calendar. This will allow for easier framing of the picture at a later date. Each calendar sheet will have a side bar with items of interest taken from the Newberg Graphic approximately a century ago. Credit for the artist, Mary Post, will probably be on the back of the calendar. The cost of the calendars will be about \$1.75 each. They will be sold to the retailers for \$3.00 to \$3.50. The calendars will retail for over \$7.00. This will give the retailer a good mark up to cover expenses and also produce revenue for the Committee. The calendars need to be ready to market by November 1 to catch the Christmas sales. Any dates of events that are known by printing date will be included on the calendar.

The Committee discussed at length the cost for various quantities of calendars and how many could be expected to be sold. Motion: Page-Gano to order 300 calendars. (Expected to be less than \$600.) Carried unanimously.

Item 2: Marketing

Dorothy and Sandy reported on their contacts since the last meeting. Not all potential businesses have been contacted yet. People were enthusiastic about the bumper stickers and small quantities were left in the banks and other locations. Sample mugs were left at several businesses, there are many more to go. Sandy suggested that we have a sample kit made up of the various shirts to show the merchants and take orders for various shirts. It was found that different merchants felt they could sell different shirts. The kit would cost about \$100. Motion: Gano-Hubbell to authorize up to \$100 for a sample shirt packet to be used in marketing. Carried unanimously.

Item 3: Publicity

The Chamber of Commerce suggested an ad in Sunset magazine. The Committee felt this would be pretty expensive, considering our resources. We might be able to get a small story instead. It was recommended that the Graphic's Feature Editor be contacted for a

possible story on the Centennial planning and on the calendar in particular at this time. Donna volunteered to make the contact. Roger reported the Graphic is coming out with a "Discover Newberg" insert in two weeks. We may be able to get something in that also. Also discussed was the special publication the Graphic will be doing for their anniversary and the possibility that they could use the Centennial Logo. Other publicity discussed was preparation of a video on Newberg's past and present to be shown at the Chamber banquet and on other occasions. There is a promotional video being prepared now by TCI cable television.

Item 4: Chamber Banquet

Dorothy suggested wine glasses to be used at the social hour with the Centennial logo in gold. The first glass of wine would be sold for \$5 to those wishing the glasses as souvenirs. The banquet will be held at the Armory this year in order to eliminate the problem of the guests having a drink at one location and driving to another location for the dinner. Mike reported there will be a dance after the banquet this year. The band will cost about \$700 and the Chamber is looking for sponsors. Mike described other plans for the banquet. It is hoped that proclamations can be obtained from the President, Governor, and Mayor to be read at the banquet.

Item 5: Funding

The question was asked whether the City can provide more funding and the answer is, "Maybe". Donna said she would like to keep additional funding from the City as an 'ace-in-the-hole' for the banners. The banners, we would like to have 60 of them, will be expensive. The possibility of getting some corporate sponsors was suggested and it was agreed this avenue should be explored.

Miscellaneous:

Donna reported the Rotary Club has decided to sponsor a beard growing contest instead of fireworks. Fireworks are costly and would be an item for corporate sponsorship, as well as a giant birthday cake, as has been done in other cities.

Mike noted there are no post cards of Newberg. The main reason is that the major card distributors require orders too large for the local merchants.

Meeting adjourned at 9:15 p.m. Next meeting at the Library at 7:30 p.m. on Thursday, November 3, 1988.

NEWBERG CENTENNIAL COMMITTEE MEETING
November 3, 1988

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Sandy Dormer, Clyde Goin, Donna McCain, Dorothy McCollum, Arvilla Page and Glen Post.

Minutes of the previous meeting were approved as presented.

Dorothy reported a fund balance of \$1,740.50.

Item 1: Calendar

The calendars are to be ready 11-4-88. Several orders have already been received. The cost on the calendars will be no more than \$2.00 each. They will be wholesaled at \$4.50 with a suggested retail price of \$8.95. The initial order is for 300. This pricing will allow a standard mark-up for the merchants and produce some revenue for the Committee. The calendars will be marketed the same as the cups. There will be a "No Return" policy. This is standard policy with calendars. Setting a minimum order size for deliveries was discussed. Dorothy said there is no problem with small orders because the area to be covered is small. One church group has inquired about using sales of the calendar as a fund raiser. The Committee agreed this would not be a problem. The group would receive the same terms as the retail stores. The article in the Graphic about the artist, Mary Post, and the calendar was very good and has generated interest in the calendar and the Centennial. The Graphic will be notified when the calendars are put on sale.

Item 2: Mugs

Dorothy and Sandy reported that some have objected to the low mark-up, but sales are good, we have just 40 left from the original order. Sandy said she needed a minimum of 2 days lead time on mug orders. Glen said he will be taking mug orders next week from the Bed and Breakfast organization, so we will need to reorder on the mugs, at least 2 cases (72). Motion: Post-Dormer to approve expenditure of \$180.00 for 2 cases of mugs. Carried unanimously.

Item 3: Marketing

Sandy reported that she has not made up the sample kit yet on the shirts. She reported she has talked with several people with expertise in marketing shirts. We need to have a flyer on the textiles to go to the retailers and we also need a sign to advertise the mugs. The use of the logo and the Bi-Wise situation was discussed. Glen thought it would be better to license the design than to let them make their own centennial design. It was agreed they should be approached the same as others on the shirts. On use of the logo by local businesses, it was agreed that we would encourage its use for advertising but not other purposes.

Item 4: Shirts

Sandy said there will be different qualities of shirts available and she will try to get the sample kit together this next week. How much time will be given retailers for payment of purchases was discussed. Glen recommended 10 days.

Sandy stated her concern about carrying the cost of the shirts until the merchants pay. She has to pay her supplier promptly and if a lot of shirts go out on 10 day or more pay, she will have a problem. Motion: McCollum- Page to approve up to \$200 advance money to Sandy Dormer for shirts, if needed. Carried unanimously.

Item 5: Pins

Sandy reported on her research on pins. cloisonne pin, $1\frac{1}{2}$ inches, would be \$2.02 each for 1,000. They would be \$1.29 if we ordered 5,000. Shipping would be additional. Sandy presented as a cheaper option a ceramic pin. These would cost \$.70 each for 72 pieces. The Committee approved this option. Also approved was a limited number in black and gold for the banquet. The other pin colors would be pink and blue. The addition of the Old Fashioned Festival theme, "100 Years & Growing", and "Oregon" to the pins was discussed. It was decided there would not be enough space on the pins for the OFF theme.

Item 6: Plate

Glen showed the start of the plate design by Mary. Sandy showed the blank plate. The cost will be \$8.00 each with about \$.75 for a box. Donna asked that if a flower is used in the plate design, it be a camelia which is the official City flower. It was decided that the plates be a limited edition with no more than 250 produced and each plate numbered. Glen asked that plate number 1 go to Mary Post as the artist. The plates were discussed as possible special gifts. They would retail for about \$20. These will probably be ready in time for publicity in the special February Graphic.

Item 7: Banners

Sandy reported she has faxed the design to a supplier. The supplier states that vinyl is more durable than cloth. The sizes available are 3' x 5' and 5' x 8'. The supplier will respond with prices shortly.

Item 8: Banquet

The mugs for the centerpieces will be 40 x \$2.50 = \$100. These are a donation by the Committee. There will be a table for the Committee to display, but not sell, the Centennial items. Special color mugs were discussed. The Centennial Committee will provide special wine glasses to be sold with wine at \$5.00 each. Donna described the plans by the Chamber for the banquet as of this date. They will have another meeting next week.

Miscellaneous: Glen announced a Victorian Christmas Dinner Tour. The tour will be to four homes with tickets limited to 48, four groups of 12 each. It will be on Saturday, December 10.

Meeting adjourned at 9:30 p.m. NEXT MEETING: THURSDAY, NOVEMBER 17. Tentative following meeting on December 8 or December 15.

NEWBERG CENTENNIAL COMMITTEE MEETING
November 17, 1988

The Newberg Centennial Committee meeting was called to order at 7:30 p.m. at the Chehalem Park & Recreation District office by Donna Mc Cain . (Library room was not available). The following members were present: Clyde Goin, Barry Hubbell, Sandy Dormer, Glen Post and Donna Mc Cain.

Minutes of the previous meeting were corrected to show Buy Wise Drug (instead of Bi-Wise) and wer approved as corrected.

There was no report of the treasurer since she was not able to attend.

Item 1: Calendars. They will be distributed next Monday to the following stores: Baldwin's Shoes, Buy Wise Drug, Dent's Stationery, Chehalem Mercantile, Horseless Carriage, Gainer's Four Seasons Florist and the Newberg Area Chamber of Commerce office. The retail cost is \$8.95.

Item 2: Mugs have been delivered to all outlets and the new order of Blue mugs has been completed.

Item 3: T-shirt and Sweatshirt packets will be out before the holidays. Sandy announced that they will be available in Blue, White and Red in a blend which will be about \$15.95 and in the Super Weight at around \$18.95. Sizes available will be S,M,L,XL,1XL,2XL,3XL and 4XL. Children's sizes will be available and also in a "Kangaroo" style.

Item 4: Pins were discussed. Sandy was not satisfied with the prototype she was working on and it was decided to postpone the designing of a pin until later, possibly for Old Fashioned Festival.

Item 5: Plates were being worked on by Mary Post, artist. Since she has been busy, she will have to give up this project at this time. Sandy Dormer asked Glen if she could take what Mary's work so far and expand on it to create a design for the Souvenir Plate, which would be special order only.

Item 6: Concert at George Fox College was announced by Barry Hubbell. It is to be June 3 with the Oregon Symphony and sponsored by a local couple. It was discussed whether to include it in a rerun of the calendar.

Item 7: Essay Contest was described by Glen Post. He will be working through the school board to organize this contest throughout the district, with each grade in each chool to have a winner that would mean about 35 prizes of T-shirts. (About \$150 cost).

The next meeting will be held on December 8 at 7:30 p.m. at the Library.

Submitted by Donna Mc Cain, acting secretary.

NEWBERG CENTENNIAL COMMITTEE MEETING
December 8, 1988

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Clyde Goin, Barry Hubbell, Donna McCain, Arvilla Page, Dorothy McCollum and Glen Post.

The minutes of the previous meeting were approved as presented.

Dorothy stated that she did not have a full Treasurer's report. However, approximately \$200 has been expended since the last report with an equal amount taken in.

Item 1: Calendars

Dorothy reported the merchants are not paying well and some are protesting the price. Glen reported he has had very good sales on the calendar and needs more. Collections need to be strict and suggestions were made for collection improvement. Suggested were calls, duplicate invoices and an interest charge on unpaid accounts.

Item 2: Mugs

There are still some left from the most recent batch, but more will be needed for the Christmas trade. Motion: Post-Hubbell to order another 3 cases of mugs. (\$90 per case) Carried unanimously.

Item 3: Shirts

The variety and pricing was discussed. The variety offered needs to be reduced. Glen suggested the adult hooded shirt by available on special order only and stock the heavy weight sweat shirt. There should be one T-shirt style available in three colors.

Item 4: Plate

Sandee is scheduled to pick up the sketches from Mary Post tomorrow.

Item 5: Marketing

Locations for display and sales of mugs, calendars and shirts were discussed. Friendsview Manor was suggested as a possible location for some items and Riverwood as a location for golf shirts. An ad or article in the newspaper could offer the calendars by mail order. The Committee has a post office box, #1103.

Item 6: Essay Contest

Glen said more time will be needed, but this will work well with the schools emphasis on writing. The finished essays will be bound in a book and donated to the City Library. The donation will take place about the time of the Old Fashioned Festival.

Item 7: Chamber Banquet

~~Donna~~ ^{DOROTHY} reported the banquet planners claim they can sell 200 wine glasses. The Committee agreed that this figure seemed too high. We do not want to order too many when they will cost us \$2.50 each with the logo in two colors. Motion: McCollum-Page to order the closest number to 100 wine glasses. Carried unanimously.

Other needs for the banquet were discussed. The Emcee for the banquet will receive a sweat shirt as a gift. At least 50 of the extra special mugs will be needed for the centerpieces. Motion: Post-Hubbell to order 50 mugs in black with logo in gold. Motion Amendment: Post-Page to increase the order to 60 and that each of the Centennial Committee members receive one of the special mugs for their work. Motion as amended carried unanimously.

Miscellaneous

Motion Post-Page to approve payment of \$617.70 to Chehalem Printing on the calendar printing. Carried unanimously.

NEXT MEETING:

The next meeting will be Thursday, January 5, 1989 at 7:30 p.m. at the Library.

Arvilla Page, Secretary

NEWBERG CENTENNIAL COMMITTEE MEETING
January 5, 1989

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Donna McCain, Dorothy McCollum, Arvilla Page and Glen Post. Also present were: Al Blodgett, Mike Boyes and Carol Wheeler representing the Chamber of Commerce.

The minutes of the previous meeting were approved after correcting the spelling of Glen in the roll call and changing Item 7 to show the report regarding the banquet was made by Dorothy McCollum.

Treasurers Report: Dorothy reported we have a balance of \$2,156.25. We owe \$617.70 and she has about \$200 to deposit. This leaves a balance of approximately \$1,739.

Motion: Post-Page to reimburse the Treasurer, Dorothy McCollum, \$18.25 for miscellaneous small expenditures. Carried unanimously.

Item 1: Chamber Banquet

Donna presented samples of the mug and a glass that was not the one to be used for the wine, but one of similar quality. The black mug with the Centennial logo in gold is very impressive. They will be produced in a limited number. There will be two mugs with floral arrangement per table at the banquet. The mugs will be given to the guests in some equitable fashion to be devised by the banquet organizers.

The wine glass and the number required was discussed in detail. There will be no gold rim, as on the sample glass. Carol Wheeler suggested the banner be in black with gold confetti. This color plan was endorsed by the Committee. Mike Boyes stated the Chamber would be responsible for any unsold glasses and urged the Committee to increase the order to 200. He stated that excess glasses, if any, could be sold at the Chamber auction later in the year.

Motion: Post-Page to increase the order for the wine glasses to 200. Carried unanimously.

Item 2: Marketing

Dorothy reported on her difficulties in placing and collecting on mugs. She stated she is also have trouble getting products in a timely fashion from Sandy. Glen, an experienced retailer, made several suggestions. #1. Give firm orders and hold the supplier to the date promised or go elsewhere. #2. If the merchant demands 30% profit, he should floor by paying c.o.d., no returns. Otherwise, the Committee gets all profit.

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Item 3: Shirts

Donna had a small supply of T-shirts and one hooded sweat shirt, all in blue. Two shirts were sold to the Chamber representatives. The colors, quality, sizes, types, pricing and quantities were again discussed and Dorothy prepared the order.

Motion: Post-McCollum to authorize the purchase of 1 dozen of each color and size of the T-shirt and 6 of each color and size of the sweat shirt. Order to total about \$1,400. Carried unanimously.

The hooded sweat shirts will be available on order only. Childs sizes in the shirts will be available at Buy Wise Drug.

Motion: Post-McCollum to authorize limited outlets for the shirts, initially, Gainer's Florists, Buy Wise Drug, Baldin's Shoes, Newberg Hardware and Dent's. Carried unanimously.

Motion: Post-Page that the Committee authorize payment schedule on all apparel items. Terms to be that we will provide the merchandise if we get 100% of price, or we will sell at reduced price c.o.d. Carried unanimously.

Motion: Post-Page that all orders placed with Custom Creations be based on definite delivery date. If date not met, order automatically canceled. Carried unanimously.

Item 4: Plate

The plate is on hold at the moment. Another artist/designer has volunteered her services and she may be asked to work on the plate.

NEXT MEETING: Thursday, January 19 at the Library at 7:30 p.m.

Meeting adjourned at 10:00 p.m.

Arvilla Page, Secretary

NEWBERG CENTENNIAL COMMITTEE MEETING
January 19, 1989

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Clyde Goin, Janet Ker, Donna McCain, Dorothy McCollum and Arvilla Page. Also present was Mike Boyes representing the Chamber of Commerce Banquet Committee.

The minutes of the previous meeting were approved as presented.

Treasurers Report: Dorothy reported the City was not able to give us a current balance on our account. Also, some billings we have received need to be reviewed with the supplier before they are submitted for payment. The shirts will cost a little less than projected. We have collected \$700 on \$1,000 sales of shirts.

Item 1: Funding

Donna reported she had talked to Roger Gano regarding additional funding from the City. Mike Boyes said he had also talked with Roger Gano regarding the hoped for street banners and their cost. A Finance Committee meeting is now scheduled where the additional funding request will be on the agenda.

Item 2: Banners

Dorothy reported that Sandy is still checking what the cost will be for the banners. It would be around \$3,000 for vinyl. Several Committee members stated they would like to see the vinyl before any commitment as they did not want something that would look and sound like a car dealer's lot. The Committee asked that a sample be brought to the next meeting. Also, there should be a report by that time regarding possible additional funding.

Item 3: Chamber Banquet

Donna had brought one of the wine glasses. The banner in the logo is in black and the confetti is gold and it is a very nice glass. The glasses cost the Committee \$2.30. They will be sold at the banquet for \$5.00 with \$1.00 going to the Chamber for the wine. Arvilla volunteered to attend the banquet and take care of the sale of the wine glasses.

A table for display of the Committee's products will be available at the banquet. Dorothy said she would see that the products are displayed and a sign made stating where the products can be purchased.

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Item 4: Mugs

One of the special black mugs with gold logos was given to each member of the Committee. The only other mugs of this color and design that will be produced will be used as centerpieces at the banquet. The centerpieces will be distributed in some fashion to the banquet attenders.

Item 5: Marketing

Dorothy stated that a 10 day lead time is needed for production of the shirts. The quality of the shirts and the printing on the most recent order is very good. There has been no problem marketing the shirts and collections are very good. However, several places still owe on mugs. We still have about 100 calendars. The Committee agreed it was time to discount the calendars.

Dorothy reported the stock of T-Shirts is ok, but we need to reorder on the sweat shirts in all sizes.

Motion: Ker-Goin to approve \$450 for reorder on sweat shirts. Carried unanimously.

Item 6: Plate

Dorothy reported that Sandy had the picture mug designer put together a design for the plate. She committed \$100, but said if the Committee does not want the design, she will pay. Janet suggested the Committee get an opinion from White's on the marketability of any plates and designs. The plate would be a limited edition and numbered.

The Committee stated they would like to see the design from Sandy for consideration only.

Miscellaneous

Dorothy had brought some mugs made by a local potter. He has suggested a handmade mug with the Centennial logo embedded in the clay. The Committee rejected on the basis of not having the manpower to market an additional product of this type.

Donna reported a contact from someone with old pictures. The Committee agreed a photo display would be desirable, possibly in the Library. A volunteer from the Library, possibly former Committee member Debbie Ratzloff, would be ideal to be in charge of this.

Meeting adjourned at 9:00 p.m. Next meeting: February 2 (the first Thursday of the month) at the Library. at 7:30 p.m.

NEWBERG CENTENNIAL COMMITTEE MEETING
February 9, 1989

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Clyde Goin, Barry Hubbell, Donna McCain, Dorothy McCollum, Arvilla Page and Glen Post. Also present was Carol Boyes sitting in for her husband, Mike Boyes, who usually attends to represent the Chamber of Commerce and the Old Fashioned Festival Committee.

The minutes of the previous meeting were approved as presented.

Treasurers Report: Dorothy stated she has asked Chehalem Printing to submit a billing for the calendars separate and direct to the Committee so that this liability can be resolved. The balance in our account is about \$1,968. Accounts payable are the calendars at \$617, textiles at approximately \$440 and wine glasses at \$460.

Item 1: Funding

Donna reported that Roger Gano has stated there is \$3,000 in the current City budget available for the banners. He has also asked for another \$5,000 to be included in the 1989-90 budget for the birthday party. A big party is planned with cake, fireworks, bands, etc.

Item 2: Banners

Donna circulated a banner catalog received at the Chamber of Commerce. The Committee members liked several of the designs, disliked the cost of the brackets, and questioned the quality of the material. Donna will call the toll free number for swatches and see if we can get an exploded view of the bracket. Also, is freight included in the price. Donna said she would try to get the information around to the Committee before the next meeting.

The Committee settled on banners in red, green and blue with white print on all colors. It may cost less to have the brackets made locally. Al Blodgett will be contacted for input on the brackets.

Item 3: Marketing

Dorothy reported Dent's now has the calendars available at half price, \$4. Baldwin's is making an extra effort on promotion of the Centennial items. They have made a special display of all our merchandise.

Motion: Post-Goin to send a thank you note to the Baldwins for their support. The Committee also approves giving each of the Baldwins a sweat shirt of thier choice in appreciation of their support. Carried unanimously. CORRECTED 3/2/89. 

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Item 4: Special Events

Barry reported he had no specific information of the George Fox music event.

Clyde stated he had no report for the church music that is being planned.

Glen reported the tour of homes will be listed in all listings available.

Meeting adjourned at 8:50 p.m. Next meeting: March 2 at the Library at 7:30 p.m.

NEWBERG CENTENNIAL COMMITTEE MEETING
March 2, 1989

The Newberg Centennial Planning Committee meeting was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Sandy Dormer, Clyde Goin, Donna McCain, Dorothy McCollum and Arvilla Page.

The minutes of the meeting on February 9, 1989 were approved after correction. At Item 3, Marketing, the Committee approved giving each of the Baldwins a sweat shirt of their choice in appreciation of their support.

Treasurers Report: Dorothy reported we owe Chehalem Printing \$620 and Sandy Dormer \$1050. This will use all but about \$700 of our current funding. There is some inventory of cups and shirts on hand, we still have the wine glasses the Chamber of Commerce promised to purchase and there are a couple of merchants that have not paid for the merchandise they have received. Dorothy reported she has made several attempts to collect from the merchants.

The Committee discussed the funding situation at length. Current funding must be spent before the end of the budget period, June 30, at which time any unspent funds are returned to the fund balance and lost to the Committee. Some of the funding the Committee had was lost this way at June 30, 1988. Roger Gano and Donna McCain are working on future funding and trying to restore the lost funding.

Of immediate concern is that one-half the amount of the order will need to accompany the order for the banners. Dorothy said she has been trying to make contacts at the schools hoping to develop some co-op fund raisers with various groups.

Item 1: Banners

Donna displayed a sample banner sent by the manufacturer. The Committee was favorable impressed with the quality of the banner and also by the design on this particular banner; a clown with balloons, confetti and the word "Celebrate".

Donna reported she took the design information on the brackets to Al Blodgett. He took it to a local manufacturer and was told the brackets could be made for about \$25 which is about half that charged by the banner manufacturer.

The design of the banners and style of lettering was discussed at length. Dorothy said she would contact Steve Eichenberger for a camera ready design incorporating our logo. Arvilla suggested, since the Committee likes the sample banner so well, that consideration be given to alternating that design with the Centennial

Centennial Committee
March 2, 1989
Page 2

banners. The Committee agreed this should be considered. Donna said she would call the manufacturers toll free number and get more of our questions answered.

Donna said the Volunteer Fire Department has agreed to put up and take down the banners. The Committee should plan to supply at least coffee and donuts for their assistance. The banners will be put up in May and taken down in September after the Vintage Festival.

Item 2: Wine Glasses

Marketing of the wine glasses was discussed. The Chamber of Commerce had hoped to have their logo added to the glasses. The glasses cannot be re-fired adding the logo. Donna suggested boxing the glasses in sets of two or more. The wine makers also might be interested in selling them.

Item 3: Women's Fair

A table at the Women's Fair on March 11 would cost \$15. We could not sell merchandise, but we can take orders. Dorothy and Sandy volunteered to staff a table. Motion: McCollum-Goin to approve the expenditure of \$15 for a table at the Women's Fair. Carried unanimously.

Item 4: Plate

Sandy asked for an update on the plate plans. She said she had asked the artist she has been working with to hold off. The Committee discussed the cost of the plate and the cost for advertising in order to sell the place. Further discussion was tabled until the next meeting.

NEXT MEETING: Thursday, March 9 at 7:30 at the Library.

Time is critical on ordering the banners. Donna said she would try to call the other members of the Committee regarding the meeting date as the minutes may not be out to them in time.

Meeting adjourned at 9:00 p.m.

A SPECIAL MEETING OF
THE NEWBERG CENTENNIAL COMMITTEE
March 9, 1989

The special meeting of the Newberg Centennial Planning Committee was called to order at 7:30 p.m. at the Newberg Public Library by Donna McCain. The following members were present: Sandy Dormer, Donna McCain, Dorothy McCollum, Arvilla Page and Glen Post. Also present was Al Blodgett representing the Fire Department.

Donna stated the purpose of the meeting was to make the final decision on the banners.

Donna stated she had talked with the supplier again. The photo ready design can be as small as 8" x 10". The print on the banner is silk screened with lead free ink. An order for banners with various background colors will not affect the pricing per banner.

The Committee continued discussion on the desirable number of banners and the funding to pay for the banners. Putting banners at all the locations used for the Christmas decorations would exceed the money available for the banners by about \$1,500. Al suggested staying inside the \$3,000 budget and scattering the banners; not using all available locations but concentrating on the parade route.

The design was discussed again and whether to use the lattice border as shown in the catalog. The logo needs to be moved down on the banner to fill the space. Dorothy said she would talk with Steve Eichenberger to get the final design since none of the Committee members are skilled in design. Al will take the sample banner to Rod Meade, the bracket maker, for exact measurement for the brackets.

Al brought up the issue of insurance coverage and storage of the banners when not in use. The Christmas decorations are stored in a donated building at A-dec and the Chamber of Commerce pays for the insurance. Donna said she would check with the City regarding insurance coverage. (After the meeting, Donna and Arvilla noted a possible storage location in the Library.)

Motion: Post-Page to purchase 50 banners with white ink on blue, red, and green backgrounds in approximately equal numbers. Also to authorize construction of the brackets. The banners will be \$55 each plus shipping. The brackets will be approximately \$20 each. Carried unanimously.

Shipping costs will be 10% to 15% of the order. Immediate money requirements are \$1,375 (50%) to accompany the order and an advance to Rod Meade for materials to begin construction of the brackets.

Meeting adjourned at 9:00 p.m. Next meeting will be Thursday, April 6 at 7:30 p.m. at the Library.

NEWBERG CENTENNIAL COMMITTEE MEETING
May 10, 1989

The meeting was called to order at 7:30 p.m. at the Newberg Public Library by Chair Donna McCain. The following members were present: Sandy Dormer, Clyde Goin, Donna McCain, Dorothy McCollum, and Glen Post.

The minutes of the March 9 meeting, which was the last meeting, were approved as presented.

Dorothy reported there was a balance of \$644 as of today. This is with all invoices and obligations paid, but with some unsold merchandise in inventory.

Banners & Brackets: The banners arrived in good order and the first one has been hung at the Fire Department. The brackets will cost \$1,000. Some additional money will need to be expended for refreshments for the firemen when they install the brackets and hang the banners. The same expenditure will need to be made in the Fall when they take the banners down. The banners will be mainly on First Street with any extras to be put on Hancock.

All those present that had seen the banner on the post at the Fire Department or the picture in the Graphic thought the banner looked very small. Having several in view down a street may cause them to look more impressive.

Celebration Plans: Donna reported she attended the meeting of the Old Fashioned Festival Board. A number of events are still not firmed up. The primary music event has not yet been determined and they are just now negotiating the fireworks. There will be \$5,000 for the Centennial Committee to allocate to the various events. Tentative figures are \$1,000 for the cake, up to \$3000 for the fireworks, cost of concert is presently an unknown. We need to work to get these costs firmed up as soon as possible in case we need to solicit donations.

Donna reported she had a contact with a Navy recruiter who said a Navy band could be a possibility. If we could arrange for a military band, it would eliminate a big expense.

The size of cake, who would serve the cake, and where we would get the cake were discussed. The only bakery in Newberg just closed. However, it is reported there will be an in-store bakery in the new Nap's Grocery. The person that will be in charge of the new bakery will be contacted regarding the cake. The cake should be large enough to serve 500 or more. One central cake with side cakes would be preferable to just one large one. We should seek a group that would volunteer to serve the cake.

One of the OFF events will be thousands of balloons to be released in a field near Renne Middle School.

Centennial Committee Meeting
May 10, 1989
Page 2

Window Decorating Contest: This idea was discussed in some detail. A letter to be sent to all the merchants and industries announcing the contest. A prize of \$100 was suggested. Displays should emphasize the Newberg, Chehalem Valley, Willamette Valley area 100 years ago with preference for Newberg history. Glen suggested the Yamhill County Landmarks Commission would be a logical group to judge such a contest and he offered to contact them.

Wine Glasses: The wine glass situation still needs to be resolved. A portion of the Minutes of the January 5 meeting was read. Three members of the Chamber of Commerce Board were present at that meeting and requested that the order for the glasses be increased from 100 to 200. The Minutes read, "Mike Boyes stated the Chamber would be responsible for any unsold glasses and urged the Committee to increase the order to 200. He stated that excess glasses, if any, could be sold at the Chamber auction later in the year." Mike Boyes will be contacted regarding the Chambers responsibility for 100 of the unsold wine glasses.

Bumper Stickers-City Vehicles: The City is now ready for the Centennial bumper stickers. They would like to have them in all blue print. They will be placed on the cars between the rear passenger doors and the rear window. Sandy said the all blue would be no problem and she would do them right away.

Hats & Visors: After brief discussion, several dozen each of visors and mesh back hats, with one color print, were ordered. Cost will be about \$2.25 for the hats which will sell for \$5.

Meeting adjourned at 9:00 p.m.

NEXT MEETING: Thursday, June 1, 1989 at 7:30 p.m. at the Library.

NEWBERG CENTENNIAL COMMITTEE MEETING
June 1. 1989

The meeting was called to order at 7:30 p.m. at the Newberg Public Library by Chair Donna McCain. The following members were present: Barry Hubbell, Donna McCain, Dorothy McCollum, Arvilla Page, and Glen Post.

The minutes of the previous meeting were approved as presented.

Dorothy reported the payables and receivables. There is currently a balance of approximately \$1,000 in our account. Additionally, we have some unsold inventory in various locations. Additional funds will be available from the City after July 1. Motion: Post-Hubbell to approve payment of \$100 for refreshments for the Volunteer Fire Department for installation and removal of the banners and \$14 for post office box rent. Carried unanimously.

Banners: Donna reported receiving favorable and unfavorable comments on the banners after they were in place. Most of the unfavorable comments were that they were too small.

Old Fashioned Festival: Donna reported she has not been able to attend the two most recent meetings of the OFF Committee. At last report, there is still no band arranged for Saturday evening. The balloon release, birthday cake and fireworks are planned for Saturday evening.

Birthday Cake: The cake will be the responsibility of the Centennial Committee. The bakery at Nap's cannot make any commitment until after they are in actual operation. Their start of operations is unknown at this time. Barry reported that Mel Schroeder did the 90th birthday cake for the college. Donna said she would contact Mel as a possible source for the cake baking.

OFF Booth: The desired location, equipment, merchandise, and staffing of the booth was discussed. We continue to receive requests for the black with gold logo mugs that were made special for the Chamber of Commerce banquet. We will have hats, visors, t-shirts, tank tops and cups for sale. Motion: Post-McCollum to approve expenditure of \$25 for the OFF booth. Carried unanimously.

The Committee discussed various colors and designs for the mugs. It was agreed to have Sandy bring some various colors of sample mugs with the Centennial Logo to the next meeting. After further discussion the following motion was made: Post-Hubbell to make three (3) dozen of the black with gold logo mugs to be sold at \$7.95 each. Carried unanimously.

Wine Glasses: Most of the glasses are stored at Teitzel's. Glen stated he would retrieve the glasses so we will know exactly how many remain. We need to bill the Chamber of Commerce our cost for the extra 100 they insisted we make. We can offer the remaining glasses for sale at the OFF booth.

Centennial Committee
June 1, 1989
Page 2

Window Decorations: The Committee again discussed who would be asked to participate, the time frame for the contest and the criteria for judging. Motion: Post-Page to approve \$100 as the prize for the winning display. Carried unanimously.

NEXT MEETING: Wednesday, June 14 at the Library unless notified otherwise. Committee Members, please come. Your help is needed even more now.

NEWBERG CENTENNIAL COMMITTEE MEETING
July 5, 1989

The meeting was called to order at 7:35 p.m. at the Newberg Public Library by Chair Donna McCain. The following members were present: Barry Hubbell, Donna McCain, Dorothy McCollum, Arvilla Page, and Glen Post.

The minutes of the previous meeting held on June 14 had not been written. Donna reported the activities at the meeting as follows:

The minutes of the previous meeting were approved. The Treasurer reported a balance of \$924 with about \$200 more still out. The Committee authorized expenditure of \$25 for the Old Fashioned Festival booth and also authorized payment of six months rent on the post office box. Colors of mugs were discussed and the ordering of mugs and hats was approved. A motion was made by Hubbell and seconded by McCollum to order 12 dozen blue/white-white/blue mugs. The motion carried. It was decided to sell the Special black/gold mugs for \$7.95 and the regular mugs for \$4.95 each.

Inventory

The Chamber of Commerce has the wine glasses now, but have not yet paid for them. There are 18 T-Shirts. all small, all blue and about 24 sweat shirts in smaller sizes. There is one sweat shirt with a hood.

Treasurer's Report

Dorothy reported we have a balance of \$1,286.40. There are also some receivables and hopefully the payment for the wine glasses. The City has budgeted \$5,000 for the Birthday celebration. \$3,000 will be needed for the fireworks and \$1,000 for the concert. The balance of \$1,000 will be for the cake and any other needs.

Cake

Naps has agreed to provide the cake for \$400. The cake will serve 1,000 people a 2" x 2" piece. The Committee discussed whether the cake should be one piece or a central piece with four (4) side pieces. It was decided the central with four side pieces would be best. Clyde Goin has found volunteers to serve the cake. Dorothy said she would provide the napkins as a contribution. Naps will set the cake up at the park. A sign recognizing Naps as the cake bakers will be displayed near the cake.

Merchandise

Items to be sold at the O.F.F. booth will be cups, T-Shirts, tank tops, hats, visors, calendars, and some sweat shirts.

Centennial Committee
July 5, 1989
Page 2

Motion: Post-Hubbell to authorize the expenditure of \$2,500 for sweat shirts, T-shirts, tanks, visors, and hats. All items to have the Centennial logo. The assortment of sizes and colors to be determined by Dorothy and Sandee. Carried unanimously.

Motion Amendment: Post-Hubbell that all items are to be delivered by the next meeting on Wednesday, July 12. Carried.

Motion: Post-Hubbell to authorize expenditure of up to \$400 for a birthday cake. Carried unanimously.

Booth

The layout, signs, and tables were discussed. Barry said he should be able to get some tables from the College. Glen said his wife, Mary, would do the signs in calligraphy. He suggested paying her with the one hooded sweat shirt. The disposal of the stock of unauthorized calendars was discussed. It was suggested that one of the calendars be given with each purchase at the booth while the supply lasts.

Banners

Disposal of the banners was discussed briefly and will be an item for discussion at future meetings.

NEXT MEETING: Wednesday, July 12 at 7:30 p.m. at the Library.

Arnell Pag

NEWBERG CENTENNIAL COMMITTEE MEETING
July 12, 1989

The meeting was called to order at 7:35 p.m. at the Newberg Library by Chair Donna McCain. The following members were present: Sandy Dormer, Barry Hubbell, Donna McCain, Dorothy McCollum, and Arvilla Page.

The minutes of the previous meeting were approved as presented.

The Treasurer's Report was the same as the previous week, plus sales of some shirts to Shari's.

Motion: Hubbell-Page to approve \$3,000 for fireworks and up to \$800 for the concert band. Carried unanimously.

Cake. The Committee discussed the cake design and colors. It was decided that one continuous cake, rather one than with separate parts, would be more impressive. Colors should be those already used by the Committee in reproductions of the logo, with the specific use of the colors to be determined by the cake decorators.

Wine Glasses. A letter regarding the Chamber's commitment for the wine glasses was left in President Mike Boye's box at the Chamber office. No response has been received. It was suggested the Committee offer to help sell the wine glasses along with the other Centennial merchandise at their booth.

Old Fashioned Festival Booth. The Committee discussed size and location of the booth, work schedule, merchandise, bags for merchandise, tables and chairs, signs, over night storage and security, and beginning change needs.

The Committee reviewed a map of the booth locations and determined the most desirable location would be on the extreme Southwest corner. It was also determined that it would be desirable to have two booth spaces for an area 10' x 20'. Arvilla volunteered to talk to Al Blodgett to try to get a commitment on the booth location and a second booth adjoining, if possible.

Mugs. Sandy had samples of the mugs that will have the Centennial logo. These mugs were different in shape than the pictorial mugs.

Banners. Donna reported the Old Fashioned Festival Committee indicated they would like to use the banners for several years.

Appreciation. A letter of thanks is to be sent to Jack Nulsen for contributing the street-wide banner on the East end of town and a letter to the Graphic Editor noting Jack's contribution. The Committee also voted a baseball cap for Al Blodgett in recognition of his assistance on the banner installation and various other matters.

Centennial Committee Meeting
July 12, 1989
Page 2

FUTURE MEETINGS:

Next Meeting: Wednesday, July 19 at the Library at 7:30 p.m.

2nd Next Meeting: Thursday, July 27 at Memorial Park at 6:00 p.m.
to set up the booth.

Old Fashioned Festival - Tentative Work Schedule

Friday, July 28 - 10 a.m. to 3 p.m. Dorothy McCollum
2 p.m. ----- Arvilla Page, Glen Post

Saturday, July 29 - Morning, Sandy Dormer
Afternoon, Glen Post
Evening, Arvilla Page

Sunday, July 30 - 10 a.m. to 4 p.m. Donna McCain, Arvilla Page

We Need More Help on Saturday!!!

NEWBERG CENTENNIAL COMMITTEE MEETING
August 3, 1989

The meeting was called to order at 7:30 p.m. at J's restaurant by Chair Donna McCain. The following members were present: Sandy Dormer, Clyde Goin, Donna McCain, Dorothy McCollum, Arvilla Page and Glen Post.

The minutes of the previous meeting were approved as presented.

Treasurer's Report: Dorothy gave figures on the merchandise sales at the Old Fashioned Festival with the result being about \$3,000 over expense. Sandy reported on the merchandise remaining to be sold. Only 32 wine glasses remained to be sold after the O.F.F. The billing for the glasses to the Chamber of Commerce will be adjusted accordingly.

Future Disposition of Merchandise: The Committee discussed options for disposing of remaining merchandise. Baldwin's and the Swim Center will be the two locations offering T-shirts, sweatshirts, and visors. The Newberg Area Chamber of Commerce is sponsoring the Vintage Festival to be held September 9th from 10 a.m. to 8 p.m. at Sportsman Airpark. This occasion could be used for additional marketing efforts.

Window Contest: The window contest created a lot of interest, very good entries, and positive publicity for the Centennial and the Committee.

Banners: The storage of the banners and brackets for future uses will need to be determined. The banner across Hwy 99W, provided by Jack Nulsen, was to be rehung when the Old Fashioned Festival banner is removed.

The Committee discussed the recommendation they will make to the City Council regarding funds generated by the Committee. The Committee raised between \$5,000 and \$6,000 by their efforts. This reduced the cost of recognition of the City's Centennial to the taxpayers. Since the fireworks were so well received and appreciated, the Committee will recommend that the City continue to provide some funding for future fireworks.

Next meeting of the Committee will be at J's at 7:30 p.m. on Thursday, August 31.

Arvilla Page, Secretary



CENTENNIAL COMMITTEE

August 3, 1989

I. CALL TO ORDER

II. APPROVAL OF MINUTES

III. FINANCE REPORT

IV. DISPOSITION OF MERCHANDISE

V. RECOMMENDATION TO CITY ON FUNDS GENERATED
AND RETURNED TO CITY.

VI. STORAGE OF BANNERS

RESOLUTION

WHEREAS the Newberg Centennial Committee was appointed by Mayor Elvern Hall and first met on October 1, 1987; and

WHEREAS the Newberg Centennial Committee has since that time met one or more times each month; and

WHEREAS the purpose of the meetings was to collectively generate ideas for the celebration of the 100th birthday of the City of Newberg and raise funds to pay for the celebration; and

WHEREAS funds were generated through the sale of many special Centennial items, in addition to the funds provided by the City, and

WHEREAS all men, women, and children were exceedingly pleased with the fireworks display at the Centennial Celebration and 1989 Old Fashioned Festival; which display was paid for with Centennial funds; therefore be it

RESOLVED, that the Centennial Celebration Committee unanimously recommends that all funds returned to the City by the Centennial Celebration Committee be designated for future fireworks displays for the pleasure of the citizens of Newberg.

Adopted this day of , 1989

Chairman

Secretary



OLD FASHIONED FESTIVAL FLYER AND GUIDE TO THE CENTENNIAL CELEBRATION

YOUR PERSONAL GUIDE TO OLD FASHIONED FESTIVAL, 1989...

The eight page flyer that you now hold in your hands has been designed to help you enjoy this year's Old Fashioned Festival more than ever before. Articles and pictures tell you enough about each major event to enable you to decide which choices interest you most. And the two page events listing in the center of this flyer will serve as a "carry along" guide to all Festival events and activities. Take these center pages with you everywhere you go July 27-30. They will assist you in seeing as much as possible of the fantastic weekend that has been planned for you and your family. Please use this flyer with our compliments, and may Old Fashioned Festival 1989, NEWBERG'S CENTENNIAL CELEBRATION, bring you much joy.



SPECIAL CELEBRATION

we're making the biggest noise in town!

NEWBERG'S 100th BIRTHDAY PARTY AND CENTENNIAL CELEBRATION

SATURDAY NIGHT, JULY 29, AT 7:45 P.M. ON FESTIVAL STAGE IN MEMORIAL PARK, we will be saying "Happy Birthday" to this city which we all love. And Newberg's 100th Birthday Party is going to be a tremendous "bash." You are

invited to join us in the park for a celebration featuring a GIANT BIRTHDAY CAKE, the release of THOUSANDS OF HELIUM FILLED BALLOONS, and a great CONCERT BY THE SALEM CONCERT BAND. They will be playing music that will take us back to the early days of our cities history, as well as delighting us with more recent music from the forties through the eighties. Mid way through the concert there will be a dramatic moment when we stop the music and sing together...

"Happy Birthday Dear Newberg"

THE SALEM CONCERT BAND has been with us once before, at Festival '87. They're a tremendously talented group of concert musicians that you're sure to enjoy. They will entertain us with patriotic pieces, old time favorites and contemporary pieces destined to become classics. Then, at about 9:30 p.m., we'll move down to the Renne Athletic Fields for a fabulous CENTENNIAL FIREWORKS DISPLAY bigger and more beautiful than any we've done before. Our Birthday Party for Newberg is going to be a great evening that you won't want to miss!

BANG!

OPENING CEREMONIES AND BARBERSHOP CONCERT

Old Fashioned Festival 1989 will open on Thursday evening, July 27, with **OPENING CEREMONIES** and the **CROWNING OF THE FESTIVAL QUEEN AND HER COURT** at 7:30 p.m. These special ceremonies will take place on Festival Stage in Memorial Park. The names of the three Festival Princesses are already known. Join us as the suspense comes to an end and the name of the Queen is made known for the first time. Following the opening ceremonies, we will be entertained by a fabulous **BARBERSHOP CONCERT** featuring the **WEST HILLS CHAPTER OF SWEET ADELINES** and a **HEADLINE BARBERSHOP QUARTET** yet to be determined. Good old fashioned harmony will get us off to a great start for a full weekend of fun and celebration. You will enjoy contemporary music, gospel, and classics from the past, all in that wonderful blend of four part harmony that only barbershop singers can attain. Join us for a happy, upbeat evening that will help you start your Festival observances with a song on the inside and a smile on the outside.



PORTIS-CATHERS ENSEMBLE

On Friday Afternoon at 2:00 p.m., entertainment in Memorial Park will be provided by **THE PORTIS-CATHERS ENSEMBLE**, a group that has been called "One of the truly great New Music ensembles in the northwest." The group "combines elements of jazz like improvisation, classical, and world music in an original way." Theirs

is "a progressive, yet enjoyable sound that has been developed through years of playing together." The group is made up of Newberg musicians Dan Portis Cathers, Roger Hadley, and Dave Burham. They use an impressive array of percussion instruments and creative techniques all occasionally enhanced by electronics. They have delighted audiences with their colorful performances and inspiring musicianship.

ARTS AND CRAFTS IN THE PARK

The ninth annual **ARTS AND CRAFTS FAIRE** will be held for three full days this year in Memorial Park. Opening Friday morning and running through Sunday afternoon, the Faire will feature the best in arts and crafts from all across the Northwest. There will be more exhibitors and vendors in the park than ever before as the Faire gathers more and more attention.

FOOD BOOTHS

Also in Memorial Park throughout the four days of Festival will be **FOOD BOOTHS** featuring every variety of snack and exotic food. Why eat at home and lose valuable time that could be enjoyed partaking of more festival events? There will be a food item for every taste, as well as every taste temptation.

HOLLIS TAYLOR & FIDDLE SUMMIT

Joining us in the park for your musical enjoyment from 4:00 to 7:00 p.m. are **HOLLIS TAYLOR AND FIDDLE SUMMIT**. This group consists of four of the Northwest's finest fiddlers, Bus Boyk, Hollis Taylor, Stew Dodge, and Skip Parente. Their program is known for "four part violin harmonies and virtuosic fireworks exploring favorites of the bluegrass, swing and country styles." The concert will also feature several champion junior fiddlers. Each of the four artists has won major championships and has toured extensively. Hollis Taylor began her career as a classical violinist and concertmaster with the Wolf Trap Festival Orchestra in Washington, D.C. She tours under the aegis of the Oregon Arts Commission.



KIDS ACTIVITIES

Memorial Park will also be the home of a variety of **CHILDREN'S ACTIVITIES** throughout the weekend. There will be scheduled children's programs each afternoon on Thursday and Friday, a dunk tank on hand on Friday and Saturday, and a Kids Arts and Crafts time on Saturday afternoon.

TWILIGHT FUN RUN AND 10K RACE

Runners and athletes will enjoy the **TWILIGHT RUN AND 10K RACES** that have been set for Friday evening of Festival. Beginning at Jaquith Park at 7:15 p.m., these events offer an opportunity for everyone to become involved in an enjoyable athletic competition. You can go for the light stuff, or for the heavy competition, it's up to you. Either way, this is a good opportunity for all ages to actually be a part of one of Festival's exciting events.

VAUDEVILLE SPECTACULAR

Friday night of Festival features a special Centennial Event designed for family enjoyment. Beginning at 7:30 p.m. in Bauman Auditorium on the campus of George Fox College, we will thrill to an **OLD FASHIONED VAUDEVILLE SHOW FEATURING THE JOYOUS ACTS OF "MAGIC TIME SHOWS."** Three great acts. Angel "Willy" Acosia, a graduate of the Ringling Brothers and Barnum and Bailey Clown College, will share juggling, pantomime, slapstick and magic. Scott Davis, a featured artist with the Red Lion Inns and "Bebop U.S.A." will present a unique ventriloquism act. And, to close the show in a big way, Dave Emery will give us a fantastic evening of magic and Grand Illusions that has been enjoyed by audiences across America. This evening is a must for your family. Tickets are \$2.00 per person and may be obtained in advance at the office of the Chamber of Commerce.

TEEN DANCE

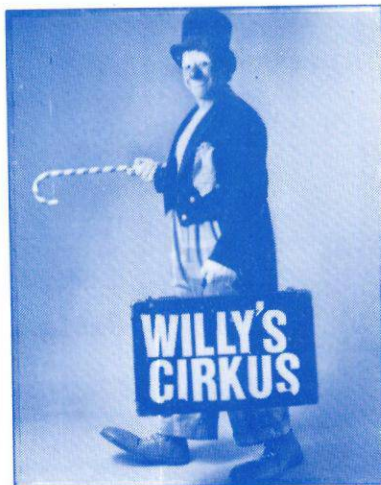
Festival has something for everyone, and young people are no exception. Friday night will also feature a **TEEN DANCE WITH A D.J. AND LIGHT SHOW.** This will be held at the High School Cafeteria and will begin at 8:00 p.m. The cost is \$3.00 per person or \$5.00 per couple at the door. A great night for teens!

WATER CARNIVAL AT CHEHALEM POOL

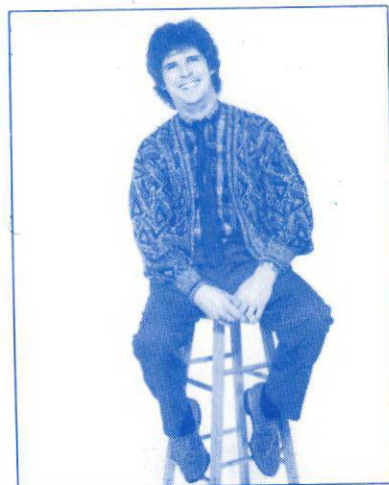
The Chehalem Parks and Recreation District will again present a **SPECTACULAR WATER CARNIVAL** as one of their contributions to the Festival weekend. The program this year is titled "VOYAGE INTO SPACE" and will be a futuristic adventure in and under the water. The show features all of the swimmers who are part of the Park and Recreation programs, and will be presented both Friday and Saturday evenings at 7:30 p.m. Admission is free.

OLD FASHIONED VAUDEVILLE AND VARIETY SHOW

with
"MAGIC TIME SHOWS"



Angel Acosio



Scott Davis

Dave Emery

MIME

COMEDY

CLOWNING
AROUND



MAGIC

JUGGLING

GRAND
ILLUSIONS

Bauman Auditorium, George Fox

Friday, July 28, 7:30 p.m.

\$2.00 Admission

**CHRONOLOGICAL LISTING
EVENTS LIST—OLD FASHIONED FESTIVAL, 1989**

THURSDAY, JULY 27

EVENT	TIME	LOCATION
Quilt Display	Business Hours	Key Bank
Children's Activities	12:30 to 3:30 p.m.	Memorial Park
OPENING CEREMONY, CROWNING OF THE FESTIVAL QUEEN AND HER COURT	7:30 P.M.	MEMORIAL PARK FESTIVAL STAGE
BARBERSHOP QUARTET CONCERT WITH THE SWEET ADELINES AND FEATURED QUARTET	7:30 P.M.	MEMORIAL PARK FESTIVAL STAGE
Food Available at the Evening Concert (vendors)	from 6:30 p.m.	Memorial Park

FRIDAY, JULY 28

Arts And Crafts Faïre	10:00 a.m.to 8:00 p.m.	Memorial Park
Pony Rides	10:00 a.m. to 4:00 p.m.	Farm-Gro Supply
Quilt Display	Business Hours	Key Bank
Softball Tournament	As Scheduled	Softball Fields
Hoover Club Dunk Tank	All Day	Memorial Park
Food Booths	11:00 a.m. to 8:00 p.m.	Memorial Park
Children's Activities	12:30 to 3:30 p.m.	Memorial Park
THE PORTIS-CATHERS ENSEMBLE	2:00 TO 4:00 P.M.	MEMORIAL PARK FESTIVAL STAGE
"FIDDLE SUMMIT" WITH HOLLIS TAYLOR	4:00 TO 7:00 P.M.	MEMORIAL PARK FESTIVAL STAGE
Twilight Fun Run and 10K Race	7:15 p.m.	Jaquith Park
Water Carnival	7:30 p.m.	Chehalem Pool
OLD FASHIONED VARIETY SHOW WITH "MAGIC TIME SHOWS" featuring Magician Dave Emery	7:30 P.M.	Bauman Auditorium George Fox College TICKETS REQUIRED \$2.00 per person at the Chamber
TEEN DANCE, with D.J. and Light Show	8:00 P.M.	High School Cafeteria \$3.00 per person \$5.00 per couple

SATURDAY, JULY 29

Rotary Pancake Breakfast	6:30 a.m. to 1:00 p.m.	Memorial Park \$3.00/adult \$1.00/child 12 and under
Arts And Crafts Faïre	10:00 a.m. to 8:00 p.m.	Memorial Park
Food Booths	10:00 a.m. to 8:00 p.m.	Memorial Park

SATURDAY, JULY 29, continued

EVENT	TIME	LOCATION
GRAND CENTENNIAL PARADE	10:00 A.M.	FIRST STREET
BORANCE L	AFTER PARADE	FIRST STREET
Baseball Card Trading Show	10:00 a.m. to 4:00 p.m.	Community Center
Kids Karnival	10:00 a.m. to 4:00 p.m.	Memorial Park
BBQ Lunch	11:00 a.m. to 3:00 p.m.	Farm-Gro Supply
Hoover Club Dunk Tank	All Day	Memorial Park
Horseshoe Tournament	All Day	Jaquith Park
Kids Arts and Crafts	All Day	Memorial Park
Ronald McDonald Show	12:30 p.m.	Memorial Park Kid's Stage
TRI-CITIES JAZZ BAND, and BLACK SWAN JAZZ BAND	ALTERNATING CONCERTS FROM 1:00 TO 6:30 P.M.	MEMORIAL PARK FESTIVAL STAGE
Mickey Mouse and Donald Duck	3:00 to 4:15 p.m.	Memorial Park Kid's Stage
Soap Box Derby	2:00 p.m.	Fulton Street
Softball Tournament	As Scheduled	Softball Fields
Water Carnival	7:30 p.m.	Chehalem Pool
Oregon Children's Ballet Theater	7:00 p.m.	Memorial Park Festival Stage
NEWBERG'S 100TH BIRTHDAY PARTY CELEBRATION, with the SALEM CONCERT BAND, BIRTHDAY CAKE & MORE	7:45 P.M.	MEMORIAL PARK FESTIVAL STAGE
100TH BIRTHDAY FIREWORKS SHOW	9:45 P.M.	RENNE ATHLETIC FIELD

SUNDAY, JULY 30

Arts And Crafts Faire	10:00 a.m. To 4:00 p.m.	Memorial Park
Food Booths	10:00 a.m. to 4:00 p.m.	Memorial Park
Softball Tournament	As Scheduled	Softball Fields
Newberg Fire Department Waterball Tournament	10:00 a.m.	South Howard Street
WOODY HITE BIG BAND CONCERT	2:00 P.M.	MEMORIAL PARK FESTIVAL STAGE
PORTLAND WATER SPECTACULAR SKI TEAM SHOW	4:30 P.M.	ROGERS LANDING on SOUTH RIVER STREET
Exaltation: A Contemporary Christian Musical Group	5:00 p.m.	Memorial Park Festival Stage
NINTH ANNUAL HYMN SING	6:30 P.M.	Memorial Park Festival Stage

GRAND FESTIVAL AND CENTENNIAL PARADE

Begun nine years ago, the OLD FASHIONED FESTIVAL PARADE has become the largest spectator event of the weekend Festival. And this year's parade promises to be "bigger and better than ever" as businesses and organizations, as well as individuals from all across the community, prepare their offerings for the Centennial Celebration. Floats promise to be bigger and more spectacular, costumes to be even more colorful. A 100th Birthday deserves the best, and Newberg's 100th Birthday Parade is going to be a grand and glorious event. Scheduled for 10:00 a.m. on First Street, the parade will thrill young and old. Come early. Bring a lawn chair or folding chair for comfort. Stake out your special spot and cheer the entries as we celebrate "Newberg, 100 Years and Growing." Food and souvenirs will be served along First Street, or you can bring snacks to enjoy while you watch. Almost the entire population of Newberg will be out that morning, so you shouldn't miss our Grand Festival and Centennial Parade.



BLACK SWAN JAZZ BAND

Saturday afternoon in Memorial Park is a time for classic jazz as two bands alternate concerts from 1:00 to 6:00 p.m. THE BLACK SWAN JAZZ BAND is a Classic Jazz Band composed of seven musicians devoted to the presentation and preservation of quality traditional jazz music. They delight their audiences with authentic renditions of such noteworthy jazz figures as King Oliver, Fats Waller, Jelly Roll Morton, Louis Armstrong, Lu Watters and others. With styles which include New Orleans Dixie, West Coast, Traditional, Chicago and Ragtime, the Black Swan is difficult to pigeonhole but a

heckuva lot of fun to listen to, and you can hear them throughout the afternoon while exploring the other adventures in Memorial Park.

TRI-CITIES JAZZ BAND

Our other Saturday afternoon jazz band is the TRI-CITIES JAZZ BAND from Washington. This eight member group has captivated audiences all the way from California to Canada, from Sun Valley to Seattle. Known at first for their hard driving Chicago-style Dixieland sound, the band has matured into a versatile group with a range of gospel music, melodic ballads, and show stopping vocal arrangements. Their music is a tasteful mix of trombone, trumpet, clarinet, banjo, bass, piano and drums, and provides danceable instrumentals as well as the perfect counterpoint for one of the Northwest's outstanding vocalists.



The group first exploded onto the jazz scene the same day that Mount Saint Helens erupted. Their music is a tasteful mix of trombone, trumpet, clarinet, banjo, bass, piano and drums, and provides danceable instrumentals as well as the perfect counterpoint for one of the Northwest's outstanding vocalists.

ROTARY PANCAKE BREAKFAST

On Saturday morning of Festival you can begin the day with a fabulous meal. The Rotary Club is sponsoring their NINTH ANNUAL PANCAKE BREAKFAST in Memorial Park from 6:30 a.m. to 1:00 p.m. The menu includes pancakes, eggs, juice and coffee. The cost is \$3.00 per adult and \$1.00 per child, age 12 and under. It's a great way to start a full day of Festival fun.

BED RACES

Following the parade, right on First Street, the ANNUAL FESTIVAL BED RACE will take place. Beds representing many businesses from Newberg and surrounding areas will career down the street as teams vie for first place in a double elimination tournament. It's exciting! Come and see!

BASEBALL CARD TRADING SHOW

From 10:00 a.m. to 4:00 p.m. on Saturday, baseball card collectors will display their best at the BASEBALL CARD TRADING SHOW to be held in the Community Center on East Second Street. If you've got cards to trade, or if you just want to take a look at a fascinating hobby, drop in.

MICKEY MOUSE, DONALD DUCK AND RONALD McDONALD FOR THE CHILDREN

Children will enjoy every part of Old Fashioned Festival, but something they are extra certain to enjoy will be the visit of Mickey Mouse and Donald Duck from Disneyland, and the presentation by Ronald McDonald of his famous traveling show. All three children's favorites will be in the Festival Parade. Following this, Ronald McDonald will be featured in Memorial Park at 12:30 p.m. He will most likely be bringing some his McDonald Land friends with him. Mickey and Donald will make personal appearances in Memorial Park from 3:00 to 4:15 p.m. so kids can shake a hand, get a hug, and have a photo taken with their favorite celebrity. These special moments, made possible by our local McDonalds store and by TCI Cable Television will thrill children of all ages. Be sure to put these times in your list of things that you "must do" during our great four day celebration.

SOAP BOX DERBY

For the past nine years the Active 20-30 Club has sponsored the SOAP BOX DERBY RACES held on Fulton Street in front of Friendsview Manor. They provide the cars which are driven down the hill by children and youth in accordance with an elimination schedule. It's great fun for the kids beginning at 2:00 p.m. on Saturday afternoon.

HORSESHOE TOURNNEY

Parks and Recreation has sponsored the ANNUAL HORSESHOE TOURNAMENT each year since Festival began. It will be held this year at Jaquith Park. Those wishing to participate can sign up for a great day of tossing and pitching. It's a great sport for spectators too!

WATERBALL TOURNNEY

The Newberg Volunteer Fire Department has also been involved with Festival since day one. Once again they will hold their ANNUAL WATERBALL TOURNAMENT on Sunday morning beginning at 10:00 a.m. The event takes place on South Howard Street near Memorial Park. It's a great event to watch, and a swell way to cool down on a hot summer's day.

WOODY HITE'S BIG BAND RETURNS

For the fourth great year in a row, THE WOODY HITE BIG BAND comes to Newberg for an enjoyable Sunday concert. Starting at 2:00 p.m. in Memorial Park the band will feature "Sounds of the 40's" as played by the Big Bands of bygone days. They do so with a compliment of some of Portland's finest musicians who play the tunes of Glenn Miller, Harry James, Benny Goodman, Artie Shaw, Tommy Dorsey, Duke Ellington, Count Basie, Harry James and others with crispness and flavor. Featured in the 19 member group are two members, Don Hite and Ray Spurgeon, who were with the original Woody Hite Band as World War II rolled down the curtain on the Big Band era. Relive the memories!



PORTLAND WATER SPECTACULAR SKI SHOW



Another Sunday afternoon favorite has become the Water Ski show which has taken place for the past three years. This year's show will be presented by PORTLAND WATER SPECTACULAR, a team of enthusiastic people who share a love for water skiing.

Sponsored by Macken's Big "A" Auto Parts, and taking place at the boat landing, the show is titled "50's Dreamin," and combines barefoot skiing, jumping, pyramids, and other acts into a theme based program with music, costumes and narration. The Festival show will be one of about 40 that PWS will perform throughout Oregon and Washington this season. It is an activity guaranteed to thrill and entertain spectators of all ages. This show has it all! Come and enjoy!

"EXALTATION" IN CONCERT

Sunday afternoon offers a Christian concert by the brass and vocal group known as "EXALTATION." This group of talented young people from the Portland area (including some Newberg musicians) will present a concert beginning at 5:00 p.m. on the Festival stage.

9th ANNUAL HYMN SING

The Newberg Ministerial Association has sponsored a hymn sing since Festival began in 1981. This year's NINTH ANNUAL OLD FASHIONED HYMN SING will feature the singing of many well known hymns, as well as contemporary hymns and choruses. Some special music will be provided by talented artists from the churches of the city. The members of the Ministerial Association are planning to make this the best Hymn Sing ever and are hoping for the largest attendance ever recorded at the event. It makes a great way to close a weekend of festivities.

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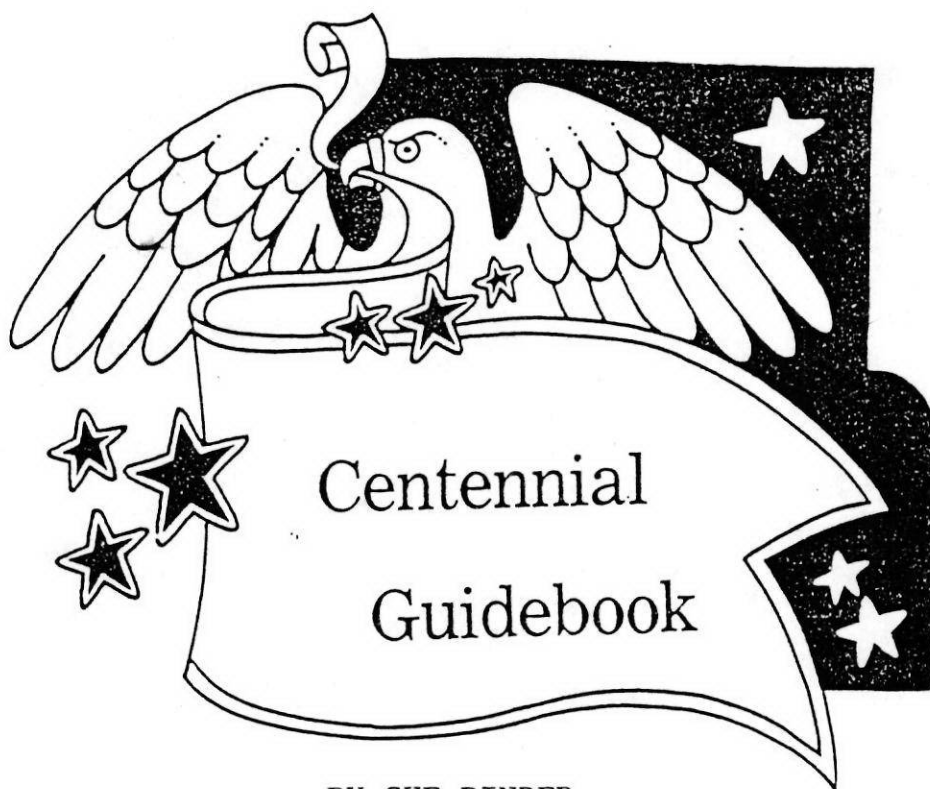
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CENTENNIAL

Your Centennial celebration is a special once-in-a-lifetime event. It should be fun, memorable, and successful --not frustrating and exhausting. It should be a reflection of your history, your industry, and your people. It is distinctively YOURS.

Sometimes, however, questions arise when a committee begins to put together their Centennial celebration. How do we develop and write a book? Where do we get memorabilia? How do we organize a committee? And perhaps, most importantly, where does the funding come from?

This comprehensive CENTENNIAL packet is designed to provide guidance and suggestions for your celebration. The kit is set up in such a fashion that a community may use the entire package or may adapt and modify and eliminate those events for which it does not have the manpower or interest to stage.

Thus, a community may decide on a two-day celebration or a two-week celebration. Smaller communities may need to draw resources from outside the area to help stage the event. Other communities may find a wealth of talent within their own citizens.

Suggestions contained in the packet are merely that -- suggestions. Each community knows what its needs are and what will be most successful for them. With this Centennial packet, YOU have the final say in how your Centennial will be organized. However, by relying on the Centennial kit, the community will have a better idea of its options and the pitfalls which may occur in specific situations. In addition, the kit provides a general timetable to give the committee an overall view of when to organize and if enough time exists to stage a particular event.

Remember, too, help is just a phone call away. Our Centennial Consultant can answer questions, or set up a consultation when needed. PRIMETIME PUBLICATIONS is always available to assist you in developing any particular part of the Centennial program for which you do not have the manpower or time.

WHEN TROUBLE STRIKES CONTACT US AT P.O. BOX 877, LAMAR, CO.
81052 OR 303-336-7383.

CONTENTS

This packet contains the following items:

-A TIMETABLE, a feature which, if followed carefully, can save months of trial and error.

-An EVENTS SCHEDULE, outlining suitable events which may be useful for your Centennial, as well as suggestions for methods to produce and promote them.

A LIST OF MEMORABILIA. What is suitable? What is the best market? How many should you order? How far ahead should your order?

-Use of LOGOS, FLAGS, and THEMES.

-Structuring the CENTENNIAL COMMITTEE.

-PRESS RELEASES, appropriate for each event, easily adaptable for your events, as well as promotion of souvenirs.

-TROUBLESHOOTING. What to do when things go wrong. Where to get help.

-FUND RAISING. Where does the money for the activities come from? What are the alternatives?

-THE BOOK. Do you want a book? How do you compile information, assimilate it, and get it published?

-The CENTENNIAL SONG. The value to the community. Do you want tapes, records, and sheet music?

-The CENTENNIAL CENTER, a bustling retail store that can generate funds and provide a hub for information, if handled appropriately.

-The CENTENNIAL PARADE, RODEO, CARNIVAL, MUSIC FESTIVAL, and many other events and suggestions for pulling off the most successful Centennial in your state.

GOALS AND OBJECTIVES

Once the community determines a Centennial Celebration will be held, a committee usually is formed to see that the plans are carried out.

If the celebration is to meet with the maximum success, goals and objectives should be set well in advance. Just as every business can profit from a systematic plan, so an event of any magnitude can be enhanced by early planning.

The committee should, therefore, begin with a precise plan designed to analyze the needs and desires of the citizens. Sometimes such desires may not be practical, so it is important that the committee retain a certain amount of flexibility.

Early meetings of the committee should be structured along the idea of setting up such goals and objectives. The group can analyze the community and determine the focus of the Centennial by asking itself a series of questions, writing down the answers for later referral, and reaching certain conclusions.

While the study can focus around several things, some of the most important questions are:

- Population of town and outlying area
 - Average annual per capita income
 - Culture and heritage of area, such as rural, urban, American Indian, Hispanic, etc.
 - Type of industry, business prevailing
 - Size of committee running Centennial
 - Number of service organizations or groups which might be able to help
 - When will events be held? Are there any conflicts? Can such conflicts be worked into the celebration?
 - What kinds of events most reflect the history and heritage?
 - What events and promotions do you definitely want? Which ones can be classified as "added attractions?"
- And most importantly--
- How do you fund it?

This procedure of analyzing community goals will lap over into budgeting and funding. Once a plan is in place, even a tentative one, the budgeting procedure may determine what events will be on the final calendar.

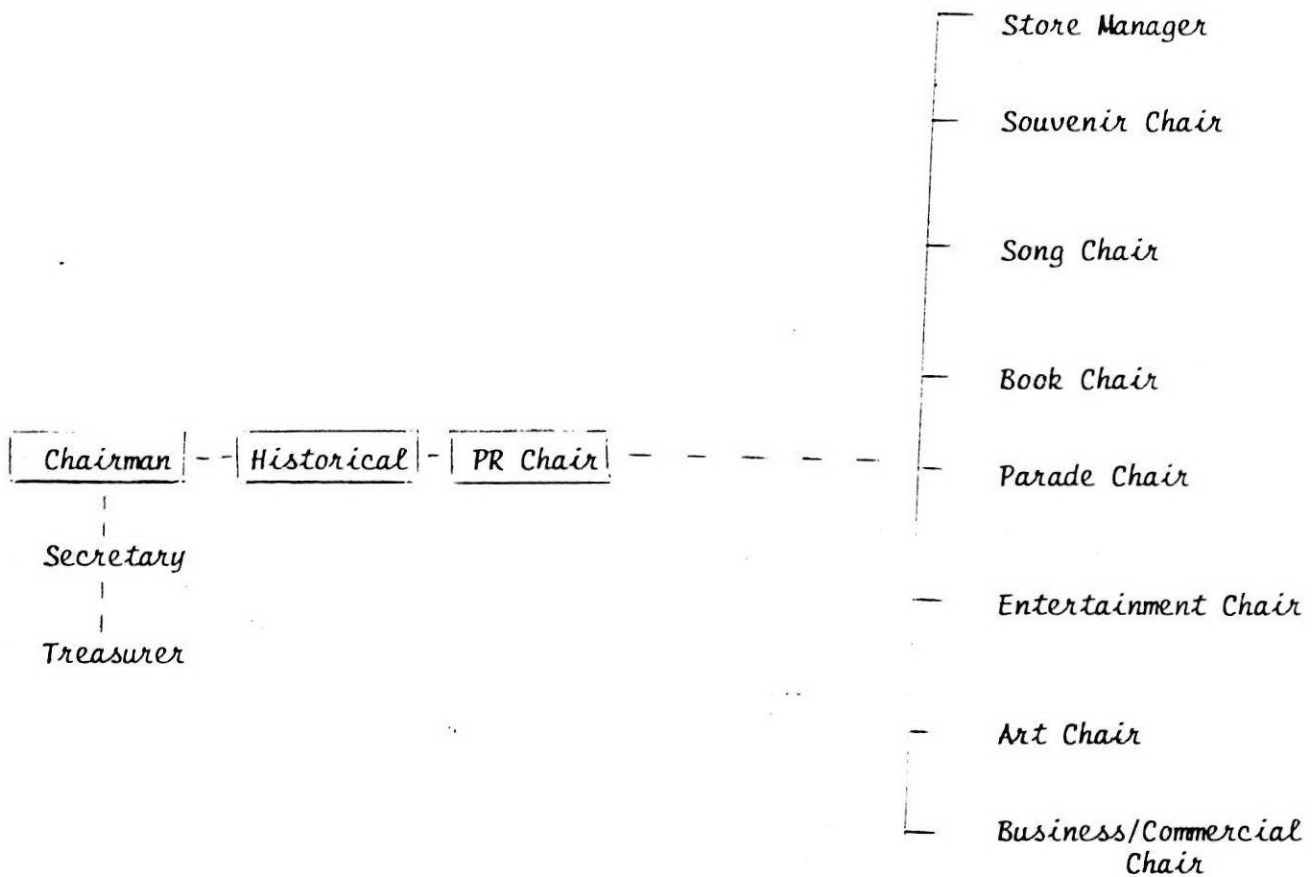
Goals, Cont.

The information gathered in the analyzation must be used or it is of no value. For example: Population of town. If your answer is 500, obviously you will not have the manpower or financial resources to book a major entertainer into the school gym.

As you look over other events and consider the various aspects of the Centennial, think about the answers to the questions carefully. Consider the events around your objectives and decide if that item truly will work in your situation.

Finally, attempt to coordinate all community events under your committee. This may not always be possible. Sometimes organizations and clubs will decide to host additional events without contacting you. Still it may be to your advantage to have those events tied into your committee from the beginning. This makes scheduling easier. It also eliminates hard feelings which may occur later, if the committee feels outside groups took away revenues or attention from the Centennial. From the beginning it may be necessary to encourage all such additional celebrations to donate a percentage of their revenues, if it is a money-making event, back to the mother organization. You may also decide to charge a set fee for merchants and groups to use the Centennial logo for merchandise or display or advertising. But however, your community decides to handle it, you should set a firm policy up front to avoid confusion later.

CENTENNIAL COMMITTEE



CENTENNIAL COMMITTEE

The diagram breaks out the main committees, which your Centennial organization may need for its celebration. Your plans may call for modification of the set-up. Perhaps you are not planning as large a celebration or perhaps you have need for expanded coverage in some areas. The diagram, however, is included to provide a general guideline as how a program can be organized.

As you can see, some areas will overlap each other. For example, the public relations position must be coordinated with every other committee. To be most effective, it is suggested that each committee have its own public relations person or a secretary to handle the job. News releases and other information then are channeled to the general public relations chairperson, who coordinates all releases.

The following list provides a key to the primary functions of each chairman and how they relate to the other groups.

GENERAL CHAIRMAN: The general chairman is in charge of the overall Centennial organization. The person selected should be someone with the time, energy, and devotion that such a position will require. Managerial or administrative experience is essential to the success of the program and the individual should, ideally, have those qualities. The person should be willing to delegate authority, but make certain jobs are carried out. In addition, someone with a strong background in the history and events of the community will be an asset.

GENERAL SECRETARY: The general secretary acts as overall record-keeper for the organization. The individual is a key to the success of the event and must keep records related to correspondence and duties assigned, as well as people placed on committees. The secretary will work closely with the Public Relations Chairman to see that news releases are coordinated in a timely and appropriate manner.

TREASURER: The treasurer keeps track of all sources of funds and any loans or debts incurred by the organization. He pays the bills and handles accounts. The treasurer and the executive committee will probably set up an initial budget and look for methods of offsetting expenses.

HISTORICAL CHAIRMAN: The Historical Chairman is linked closely with almost every aspect of the Centennial. He will be responsible for locating information needed by other committees as they do research. He will point the way to find historical photographs and other data. Depending upon the size of your project, he probably will want to have a committee to assist him with his duties.

COMMITTEES-CONT.

ENTERTAINMENT CHAIRMAN: This person has a big responsibility. His role will be dependent upon how many entertainment events the community schedules for the Centennial. If there are a number of events, your committee may decide to set chairmen for the other events to work with and under the entertainment chairman. A pageant chairman is suggested, as well as a musical festival chairman. Some events, such as a barn dance or barbecue may easily fit under a rodeo chairman's duties.

PAGEANT CHAIRMAN: The pageant chairman is in charge of the production, gathering of the cast, set design, any music used in the event, props, and script. He may be the same person as the director. He will be in charge of rehearsals, getting programs for the event, any special speakers, escorts, ticket sales. Therefore, he will probably want to designate special people to help him, such as a stage manager, musical director, set director, ticket sales, etc.

RODEO CHAIRMAN: The rodeo chairman will arrange for the rodeo, determine with the help of the committee, the kind of rodeo. Some communities schedule barbecues and barn dances in conjunction with the rodeo. If so, then the rodeo chairman will be in charge of those items, as well.

MUSIC FESTIVAL DIRECTOR: This person advertises for groups to appear in the festival, selects groups, determines what kinds of groups will appear, schedules the event, lines up the program and is responsible for ticket sales. He may obtain outside entertainment, if the committee decides to go that direction.

PARADE CHAIRMAN: The parade chairman will need a secretary to coordinate this event with the press chairperson. Together they must keep records to entries, and advertise the event. Ideally, the person should be someone with a background in assisting with community parades. He also will need to coordinate his efforts with local law enforcement officials to comply with city ordinances.

ART CHAIRMAN: If your community decides to set up Art displays or have a special Art Fair or program centered around the community's artists, then this person will coordinate those events. He or she should work closely with the local arts council and, if funding is needed, may link up with your state arts and humanities division.

BUSINESS AND COMMUNITY CHAIRMAN: This position ties events and activities of the business community in with centennial events. For example, sidewalk sales may be set up to coincide with the parade. Since in many communities, the Chamber of Commerce handles such activities, the chairman will work closely with the chamber. In addition, this person may coordinate Open Houses, Grand Openings, Sports Events and Tournaments.

These general duties of the chairmen are further discussed under the events themselves, along with other suggestions on how to most successfully handle those events.

COMMITTEE-CONT.

PUBLIC RELATIONS CHAIRMAN: This person should be someone who is well-versed in the local and regional media, who can make contacts well and distribute news releases in a professional manner. One of your local reporters may be the person to select. The position is an important one in making the celebration a success. Advance and timely news items, as well as key advertising can help generate sales and participation in the Centennial. As mentioned earlier, each committee should place someone in charge of publicity, who, in turn, will contact the General public relations Chairman to properly coordinate events.

STORE MANAGER: The store manager will work closely with a team of volunteers to manage the store, keep inventory, and order souvenirs with assistance from the general committee. The manager will schedule hours for workers, set store hours, displays, and work closely with publicity to promote the center and the various items for sale. The store manager should have the time, as well as some management or retail experience to be most successful.

SOUVENIR CHAIRMAN: This person works closely with the store manager and the general committee to select and order memorabilia, which will be marketed. He also works with the book committee and song chairman to market their wares. He may set up displays during key events of Centennial week, such as during the parade, the pageant or music festival. He also may be in charge of a traveling caravan for sale of centennial souvenirs.

BOOK CHAIRMAN: The book chairman coordinates local writers, sets up categories for them to write about, sets deadlines, helps edit copy, and sends the copy to the publisher for editing. He may help the committee decide just how much of the book they want to do locally or how much it is advisable to delegate to professionals. If the copy is to be compiled and edited by a publisher, the chairman sees that those deadlines are met in a timely fashion. He also is responsible for gathering photographs for the book and making certain captions exist.

SONG CHAIRMAN: The song chairman may be the same person as the composer or the artist recording the song. This will vary with your community's talent resources and with the amount of time and funds you allocate for this project. Working under the chairman will be writers, musicians, and technical assistants. Ideally, the person should be knowledgeable in the music industry.

THE LOGO

The selection of your Centennial Logo should take place almost immediately. The logo will be used on bumper stickers, buttons, plates, on the book, perhaps on records and sheet music, as well as in media advertising. Therefore, it is important that the selection take place early, so that souvenirs can be designed and produced accordingly.

A local artist may be commissioned to design the logo. Ideally, it should be centered around some aspect of the community's history or some other item of significance to the region. The "100" theme may be used in various forms, as well as the dates.

FLAGS

Again, it is important to select a flag design early in the Centennial planning stages. The flag may incorporate the Logo design or any other aspect of the community.

The flag can be flown throughout the celebration, used in media releases, flown during the rodeo, the pageant, and other events.

Finally, miniature Centennial flags may be reproduced and sold at the Centennial Center, during parades, and other events. Youngsters are especially attracted to the inexpensive flags and, surprisingly, the flags may generate quite a bit of cash.

THEMES

A Centennial Theme can be coordinated with the logo and flag to provide one comprehensive, catchy program to be used in advertising, media releases, souvenirs, and events.

The theme should be attention-getting, catchy and original, but should include something which reflects the attitude or history of the community. Items like "100 years of Progress," "A Century's Heritage," are examples of themes. But your community can come up with a much more original and stronger theme, which can represent a concept of what is important to YOU.

EVENTS

Your Centennial can consist of as many events as your town and committee can handle. However, the community needs to take into consider a number of factor. Items such as the amount of time until the event takes place, the manpower available, and how much the community desires to do itself, are all factors which must be considered.

Events may also be limited by funding,so it is suggested that the Centennial Committee take a strong look at its budget when determining which events to schedule.

By consulting the following list,your organizers may find some events are especially keyed for your community. Some events take longer to produce and require more manpower. Therefore,it is well to consider the time frame as well as resources before undertaking them.

Some events may require outside expertise, such as the Pageant, the book, the song, a music festival, a rodeo,or the carnival. Following the listing of events, the individual activities are broken out in greater detail for your consideration.

- | | |
|---------------------------|--------------------------------|
| -Pageant | -Window Displays and Contests |
| -Trail Drive | -Music Festivals |
| -Parade | -The Centennial Center |
| -Barbecue | -Rodeo |
| -Barn Dance | -Church Service |
| -History Book | -Picnic |
| -Official Song | -Art Fair |
| -Children's Parade | -Car Show |
| -Fiesta | -Carnival |
| -Olympics | -Grand Openings |
| -Sidewalk Sales | -Sports Events/Golf Tournament |
| -VIP Reception | -Mountain Man Rendevouz |
| -Beauty Pageant | -Gymkhana |
| -Air Show | -Royalty |
| -Class Reunion/Homecoming | |

PAGEANT

Your pageant belongs to you. It should depict your history, as well as the mood or spirit of your community. Your committee may decide that a serious, dramatic pageant is appropriate. On the other hand, a light humorous approach may be more successful.

If your community has access to a playwright, you may be able to research and write your own pageant. Many communities do this successfully. However, if you would like professional assistance, PRIMETIME PUBLISHING can offer you suggestions and a consultation.

Normally, research and writing by community members will take 12-18 months, as most people are working, have family ties, and other commitments to keep them from approaching the pageant as a full-time project. Be sure to allow plenty of time for the script to be completed and for production and rehearsals.

Rehearsals, set-design, costumes, acquiring a cast, and technical work will require about 10-12 weeks of concentrated, well-organized time.

The pageant may be staged indoors, in a fairgrounds or amphitheater, or it may be televised. In any event it should be video taped for your library and historical society. In addition, copies of the video may be sold.

The Centennial packet includes press releases designed to solicit cast members for the production, as well as to announce the event itself.

Remember, the Pageant is another event which will have to be coordinated early in the planning stages of your Centennial to make it a success.

Several key people are needed to make the Pageant a success. They include: The writer(s), the director and/or producer, the stage manager, the props coordinator, the set designer, the musical director (who may be the same as the drama director), actors, actresses, and singers, technicians, including sound engineers, video director, and lighting engineer, and finally, the ticket sales coordinator, if your troupe will be charging admission for the event.

PARADE

Early organization of the parade is a key to its success. Ideally a parade committee should be selected in the early Centennial planning stages. The committee should select a chairman and probably a secretary to coordinate correspondence and press releases.

The committee's responsibility is to set rules for the parade, to establish various categories of competition, the prizes to be awarded, to advertise for and take entries, to line up the parade, to set up the route, coordinating it with the local law enforcement officials so that all legal requirements are met and parade officials have the assistance needed by officers during the event.

The task of the parade committee is one of the most serious of the Centennial and if the community already has a group or individuals with previous experience in coordinating community parades, it is recommended that they be used as resource people for the event.

The committee may want to have a theme contest, advertised in the local newspaper. They will probably set the criteria for judging, using such items as conformity of theme, appearance, creativeness, performance, formations, and uniqueness.

Prizes can be awarded for decorated floats, both commercial and non-commercial; horse groups, mounted, perhaps an animal drawn vehicle, with best boy and girl riders, and best lady and man riders. Divisions may include marching school bands, other marching groups, antique motor vehicles. In addition, the committee may decide to have a Mayor's Trophy, a Sweepstakes Trophy, perhaps a Theme Trophy, and finally, a Most Unique Entry Overall.

The committee will have to set deadlines to enter the parade, as well as prizes, which may consist of trophies and cash awards.

The committee may want to check on the need for and the cost of liability insurance for the parade. Recent rate increases and regulations in some states have forced some communities to cancel their parades. Check this situation early in the planning stages.

PARADE, CONT.

Rules for the parade route will have to conform to city ordinances and, therefore, law enforcement people must be consulted, as well as the city attorney.

If the parade appears to be a large one, the committee may want to designate chairmen of the various divisions, such as Bands, Floats, Youth Marching Groups, Horses, Royalty, Military, Commercial, Antique Vehicles, and General Entries.

The committee also may want to select a Parade Marshall to lead the event. The Parade Marshall probably should be someone who has strong roots in the community or who has made an outstanding contribution to the region.

The secretary will want to release a picture and biography of the Marshall to the press as soon as he is selected and perhaps arrange for a special interview.

VIP RECEPTION

Some communities kickoff their celebration with a VIP reception, honoring the Centennial Committee, key governmental people, politicians, and important speakers and others contributing to the event.

Such a reception is generally a short-event with cocktails, held as a preliminary to opening activities. Your community may or may not opt for such an event, or you may decide to host a reception at the end of the celebration to honor those whose hard work made it a reality.

OPENING CEREMONIES

Opening ceremonies can be held around any event. Ideally, the mayor or another city official will cut a ribbon or hoist a Centennial flag, marking the occasion for all the community and the press.

Such ceremonies can feature prominent speakers --perhaps a hometown person who has made it big. Perhaps a famous politician or some other celebrity. In addition, the Centennial Chairman and a few other key local individuals may be selected for remarks.

Recognition can be given to outstanding individuals whose help made the event more successful.

✓
new entry
signs

SCHEDULES

A schedule of events should be printed as Centennial time draws near. The schedule will vary from community to community, according to the number of events set up, as well as the number of days your celebration will run.

Therefore, the schedule may be the size of a bookmark (a nice memento) or a tri-fold pamphlet.

Schedules need to be available at the Centennial Center, at the Chamber of Commerce office, the City Hall and other key businesses and industries. In addition, schedules should be run in local newspapers. The press will, undoubtedly, want to do a number of news articles around the various events.

MUSIC FESTIVAL

A music festival can concentrate upon one style of music, which is predominantly popular in your region, such as country-western music.

On the other hand, the Festival also can be set up to include a number of musical styles and groups, such as a combination folk, pop, country, bluegrass, and rock festival.

The director is in charge of locating performers, putting together a program and ticket sales, if any. He also is responsible for locating a site to hold the Festival, as well as making certain that rehearsals are held. He certainly will want to appoint a committee to assume some of the responsibility for the Festival.

Many Music Festivals feature only local talent. Your community probably has many talented, capable musicians, who will be delighted to perform for their fellow citizens. Other communities may need to import one or more musical groups for the event. Some may want to hold one large musical celebration, featuring a big-name entertainer.

The Music Festival can be a free event or the committee may decide to charge a "Centennial Special" for admission. The decision may depend upon your budget, as well as local economic factors.

ROCK 'N' ROLL REVIVAL

The Music Festival also can be staged as a Rock 'n' Roll Revival, featuring music from the '50's and '60's. Alternatives to using a live band include the use of a "sound machine" with a powerful broadcasting system. However, the Revival is normally held in conjunction with another event, such as a sidewalk sale or bazaar. It's ideal for a Moonlight Madness promotion.

OTHER EVENTS

BARBECUE - Many communities offer a free barbecue to the residents at some point during the Centennial festivities. This event may be sponsored by the Chamber or some other organization or entity.

Other communities find that the barbecue and rodeo go hand-in-hand and charge one fee to cover both events.

Often a group such as Lions or Rotary will serve a barbecue. This organization also may be recruited to handle all the details for the barbecue and ticket sales.

RODEO - Most communities have annual rodeos in connection with their county fairs. The individuals who handle those events can advise your committee where to contact Rodeo promoters or PRIMETIME PUBLICATIONS will link you with these companies.

Your community may use a PRCA rodeo, with either a standard event or an Old-Timers Rodeo. In addition, if you have a college rodeo team in your community, you may make arrangements to use their services.

BARN DANCE - An event which works nicely after the rodeo. Many towns have a group of square dancers, who may be placed in charge of this event. A band, which specializes in music of this type or other local musicians may be contacted.

GYMKHANA - A young people's rodeo, usually set during the daytime. Frequently, extension agents and those affiliated with 4-H program are familiar with gymkhanas and know how to organize and run them, as well as how to award prizes.

CHILDREN'S PARADE - A special parade for youngsters. Usually held on a different day than the regular Centennial Parade. Youngsters are encouraged to dress up in period costume, decorate wagons, bicycles, and pets. This parade may use the same theme as the mother parade. Judging may or may not take place, but the youngsters like the competition. A mini-committee may be used to set up the projects. A group like the Jaycees may be placed in charge of the parade.

OLYMPICS - Your community may wish to stage Children's Olympics, Senior Citizen Olympics, or a general Community Olympic Event, which will include all ages and many different contests. The Olympics may be serious athletic competition or a fun-day, with wild, imaginative and humorous events interwoven in the divisions. Track coaches are good resource people to coordinate this event.

CARNIVAL - A carnival may be contacted to add to your Centennial fun. Carnivals especially appeal to youngsters and may be set up in conjunction with other events. Contact carnival officials early 6-9 months, so they can schedule your town, especially if you have a specific date you are aiming for.

FIESTA - A fiesta captures the heritage and history of the Mexican-American in the community. If your community has such strong emphasis, you will want to include a Fiesta or other events in your activities. The fiesta should have a band playing music flavored with Mexican tempos, perhaps in a large parking lot, the park, or other area. Food, displays, even a bazaar may be held.

ART FAIR - Usually promoted and organized by the local Arts Council or artists in the community. Can be staged in a unique location such as a depot, a church, on the courthouse lawn or the park for special effects.

SIDEWALK SALES - Promotions by merchants held in conjunction with the Centennial. These may offer some items at "Centennial prices". Usually such events are set up through the Chamber of Commerce or Commercial Club.

WINDOW DISPLAYS AND CONTESTS - This activity can be coordinated with the Chamber of Commerce. Awards are given for the businesses which decorate their windows more nearly to conform with the Centennial Theme, with an award for most original, most unique, etc. Cash prizes or trophies and special recognition may be given.

ROYALTY - Your Centennial Committee will want to select Royalty to reign over the events. In addition to the Parade Marshall, you may want to select a Miss Centennial, perhaps a Junior Miss and Mr. Centennial, a Pioneer King and Queen, or any other royalty which pertains to your community. If the community has an annual beauty and/or scholarship pageant, you may want to coordinate those events around the Centennial.

CAR SHOW - If your town has a classic or antique car club, this event may appeal to you. The club can sponsor, coordinate, and man the show. They will be in charge of ticket sales, rules and prizes awarded. Some of the entries in the car show, also will participate in the parade.

GRAND OPENINGS , BUSINESS ACTIVITIES - Companies planning Grand Openings and other business expansions near the Centennial can time such events to capitalize on the celebration. Anniversaries of companies also can be scheduled around Centennial.

SPORTS EVENTS, TOURNAMENTS - Some communities schedule a golf tournament, a baseball or basketball tournament to coincide with the Centennial. Such events are best handled by coaches, athletic directors, and others who have expertise in arranging such activities. If your town has a golf course, the local golf pro or club can set up the golf tournament.

CLASS REUNIONS/HOMECOMINGS - The Centennial is an excellent time to schedule a class reunion or homecoming. Because many people will be returning to your town to participate in both activities, the opportunities for generating increased interest, is increased.

BEAUTY OR SCHOLARSHIP PAGEANT - The selection of a Miss Centennial to reign over festivities can be a highlight of the events. Begin this activity early so that candidates will have the chance to get sponsors and prepare for the event. Your committee may want to host a reception or the candidates. Hold the pageant shortly before opening ceremonies
o
(a few days any way) so the winner can preside over opening ceremonies and other events.

MOUNTAIN MAN RENDEVOUS - Many western states with a heritage dating back to trapper days have Mountain Man organizations. The Centennial is an excellent time for such a group to stage a rendezvous. Visitors and residents alike will enjoy tromping through the replica of an old-western campsite, peeking into tipis, and savoring the flavor of days gone by. Such groups have a variety of games and activities, but you should check with them well in advance, as some have special rules regarding visitors on-site.

AIR SHOW - Communities can arrange with airport officials or the military to stage air shows. Adolph Coors Foundation sponsors the Silver Bullet Jet, a baby jet, which puts on displays all over the country. Some of these shows are free of charge or available through advertising and other exchanges.

CHURCH SERVICES - The ministerial alliance can be contacted to organize a joint community church service. Some communities like to use the service to finalize Centennial events.

PICNIC - An old-fashioned picnic, a carry-in occasion, can be held in the city park or some other appropriate site. The picnic can feature period singers, such as minsterials or a barber-shop quartet, along with sing-a-longs and games. Use your imagination.

BEARD-GROWING CONTEST

No Centennial would be truly complete without an old-fashioned beard-growing contest. Some communities enlist a service-organization to sponsor this event. Others may rely on the Sheriff's Posse, firemen, or police department.

You may set-up the contest with various divisions, such as the longest beard, the most unusual mustache, sideburn award, the beard traveling the furthest, and the grand champion beard, etc. Your community probably will come up with some very creative and fun ideas of its own.

Some towns ban faceless men during Centennial, forcing them to purchase "clean-face permits" at a minimal fee. On one of the key Centennial celebration days, offenders who are caught with no beards or face hair are tossed into the local jail and must be bailed out for a "fine," which usually goes to charity or some other organizational activities. Offenders may be placed in the regular jail, with the cooperation of the authorities, or may be locked in a special calaboose, which has been constructed just for the occasion.

TRAIL DRIVE

Some towns, which have a heritage closely linked with the west may want to hold an old-fashioned trail drive.

The Trail Drive is organized and led by the Wagon Master or several Wagon Masters. Animal-drawn vehicles and individuals on horseback meet at some remote, appointed place and wind their way over isolated land toward the town, arriving at some key location at a strategic time. For example, the group may arrive at the fairgrounds just before the pageant takes place.

The group will camp out one or two nights, sharing old-fashioned meals around the campfire, with perhaps entertainment such as banjos, guitars, harmonicas, square dancing. The campers carry their own provisions and bed rolls, "roughing it" as much as possible in today's world.

Entries for the Trail Drive should be taken early, so that the Wagon Masters have an idea of how many to anticipate.

BOX SUPPER

Once upon a time a box supper was a traditional way for a young man and woman to get acquainted. The woman provided a "box supper," which she had diligently prepared herself. Usually the supper was placed in a box and attractively decorated to entice a special someone into purchasing it.

The young men attending the "supper" often as not had some inkling as to which box belonged to which young lady. Thus the prices on the various boxes could be driven up to a high bid indeed, as the young men competed with their dollars for the hearts of the maids.

A Centennial is the perfect opportunity to combine a money-making activity with a nostalgic trip to yesteryear. Participants can even be encouraged to dress in period costumes (gay '90s, roaring '20s, whatever).

With women of all ages and periods bringing the boxes, and men of all ages bidding them up, it's bound to be a fun and fund-raising success.

ICE CREAM SOCIAL

Gather up all the ice cream freezers, especially the hand-cranking variety. Find grandma's old recipes! There's just no better way to celebrate a Centennial than an old-fashioned Ice Cream Social. It's a family event that can be held in the city park, a big parking lot or the community building--or on someone's ranchland!

A committee can plan games well ahead of time. Everyone can bring the ice cream or a selected group can be rounded up to freeze the ice cream and sell it (hopefully for a profit). The ice cream can be shared buffet style by all, with everyone getting a taste of everyone else's recipe.

But don't just limit it to ice cream. After all cookies can whet the appetite, along with some old-fashioned lemondade or just iced tea. Let your imagination go. Try to incorporate local customs and history into your event!

GUIDED TOUR

Some communities have found that a guided tour is an appropriate fund-raiser. Although such a tour can be used as an event within the Centennial festival itself, it also is an excellent means of opening the celebration up to the region.

A tour should be planned several months in advance. Approximately 2-3 months before the official start of the Centennial, the initial announcements should be made. The tour should make good use of the natural tourist attractions of your region. Such attractions don't necessarily have to be within your city limits, but should be within an hour's drive. Perhaps a dam, a lake, an historic site, an industry or an interesting individual with a unique hobby or an art exhibit or museum might be used. Several such items can be incorporated into the single tour, as long as it doesn't get too lengthy.

You may want to schedule more than one day to accomodate all those who sign up for the tour. A bus can be chartered in advance and lunch provided. Be sure to check rates on the chartered bus or other transportation service, so you can make a determination of the rates to charge.

What should your fee be? That will depend on the bus rates, what type of meal you provide and the local economy. Some regions charge about \$35 each. But, again, such a fee may vary substantially from region to region.

Reservations need to be taken well in advance to assure a good turnout and because seating capacity will be limited on the bus. Brochures or flyers should, therefore, be sent out in advance, publicizing the activity, along with the fact that your community has hotel, motel and camping facilities for those who need them.

Be certain to include a tear-off mailback section on your flyer, as well as a contact person and a phone number in case they have questions.

The brochure should include a description of the town and may even contain a small map. Who will be your tour guide? Perhaps you can arrange for a prominent or "semi prominent" person to conduct the tour and include their name and qualifications as an enticement in the brochure.

THE FOLLOWING IS ONLY AN EXAMPLE OF A TEAR-OFF/MAIL BACK FORM,
WHICH YOU MAY WANT TO USE FOR THE TOUR BROCHURE. YOU MAY DESIGN
YOUR OWN TO FIT YOUR NEEDS.

Yes, I would like to attend the _____ Centennial tour. There
will be _____ in my party.

Name _____

Address _____

City, State, Zip _____

Phone _____ -

Please put me down for the tour date of _____.

Cost is _____ per person. Please make checks payable to

_____.

Mail to:: _____ (name) _____

_____ (address) _____

_____ (city, state, zip) _____

BUDGETING

Ideally, the adoption of a budget should be one of the earliest actions taken by the Centennial Committee. If such a budget is not adopted, the committee may find itself wondering if the funds are going to cover the various activities which have been planned or, even more crucial, stuck with a large deficit after the Centennial is over.

While planning a budget does not insure that no unexpected costs or problems will arise, it will give the committee peace of mind, knowing they have an operation plan.

Probably one of the easiest ways to set up the budget is to determine what expenses are going to be incurred, as well as what events the group wants to incorporate in its list.

Some obvious expenses will occur immediately. If the group has to rent space for the Centennial Center or pay utilities on such a center, costs will be involved. However, most communities find that someone will donate an office for the center or the chamber may be willing to share space.

Costs also will be incurred in printing letterhead stationary, flyers advertising the event, phone calls, postage--routine office expenses. However, some of these expenses also can be trimmed if chamber or city is willing to share postage. Perhaps the local printer or newspaper office can give you a discount on his services, as a centennial contribution.

The committee may decide to break into a sub-committee of two or three people to make a list of every such possible expense they can account for, estimate the amount, and then begin considering ways to cut those expenses, so that the bulk of costs can center around events that the community will long remember.

Once basic expenses are considered, the committee needs to begin looking at events. Again, make a list of events (see event section for ideas). All events will not appeal to your community and some may not be economically or regionally feasible. But, again, list all potential ones.

Then the committee should begin estimating expenses on each events. Some events will have no costs associated with them. Others will be minor. To arrive at the costs of some, it will be necessary to get professional estimates (such as publishers, souvenir dealers, etc.)

BUDGET, CONT.

Once those figures are arrived at, (don't scimp. Use the high figures to be safe) , again the committee can take a second look at the events, saying "how can we save money on this event? " Or "do we really need this event?" "Is there a better way to do this that will be more cost effective?"

Leave room for contingencies. Then when the committee begins the fund-raising drive, if the funds are higher than anticipated, events can be added back in.

The sub-committee also should look at other expenses which may be linked into the event. Such items may include free flyers outlining the events, any advertising, any other general item not included within an event.

In addition, the sub-committee will want to take a look at adding a percentage or amount, just as a general contingency factor.

Once all the figures are tabulated and the committee arrives at a total figure for the Centennial, then funding can proceed. The various amounts associated with different events or chairmen of the committees (depending upon the size of your town and structure), should then be allocated to those chairmen as their budgets, budgets around which they must operate. If they make changes in their plans, that's really no problem, but they should be strongly encouraged to stay within their budgets or the purpose is defeated.

Ideally fund-raising should begin almost immediately. Some towns like to kick off the process, with a community dance, specifically designed to raise funds. Others may want to put out containers in retail stores throughout the community to collect money. The important thing is to gather as much of the funding up-front as possible. An alternative is to get pledges from various groups or people within the community, including the city council, the chamber, and service organizations.

If the community has the various committee heads in place, those individuals may be used to set up their budgets independently, bringing the recommendations, along with their specific needs, to the sub-committee, to be incorporated into the final budget.

Now the Centennial Committee is ready to move along with its plans for funding.

FUNDING

The cost of producing and promoting a Centennial may cause a community to scale down its celebration. Unfortunately, this may rob citizens of many valuable memories, and it may not be necessary with proper preplanning. With professional consultation and evaluation of methods of fund-raising, your community may find it doesn't need to eliminate any of the events which are significant to its residents.

SET-ASIDE FUNDS

Some communities set aside funds at an early date. If the celebration is two years away, for example, the city fathers may designate a certain amount per year as Centennial funds. In addition, the Chamber of Commerce or the Commercial Club may assist with funding.

SERVICE ORGANIZATIONS

Lions, Rotary, Zonta, Jaycees, and many other organizations may be tapped as resources for Centennial funds. In addition many of these clubs are willing to give of their time and energy to man barbecues, ticket sales, and other events. Consider approaching them, if you have a manpower problem.

THE STATE ARTS AND HUMANITIES COUNCIL

Inquire early to see if you qualify for any special grants. If you are planning an Arts Festival, particularly, if it involves an artist-in-residence program or a special community involvement project or other unusual activities, explore this area. You may qualify for a grant. If you have a local Arts Council, you may be able to work through them to pursue such funding.

SALES

Souvenirs and other memorabilia may be sold. (Refer to souvenir section for a detailed list). You may need consultation in this area. Some communities have a tendency to over-order certain items. But, if handled with skillful marketing expertise, your community should be able to break even on such items. Remember to include some items which are priced more conservatively than others. Such items may be aimed at youngsters and at those who exist on low budgets, even though some such items may be considered by the committee to be of lesser quality than others.

ADMISSION CHARGES

Some communities prefer free admission to Centennial events. However, research indicates that most people come prepared to pay for staged events (pageants, musical festivals, etc.). You may want to consider an alternative, charging a "Centennial Special" admission fee--perhaps ranging from 50 cents to \$1.00.

FUNDING- CONT.

PAGEANT OR FESTIVAL PROGRAMS

These special souvenir booklets may be sold from \$2-\$4, depending upon the size, the content, and your investment. Remember, however, that not everyone is going to buy such a book. However, it may be possible to commit the city council or chamber or local industry, bank, or organization to purchase a specified amount before ordering. The programs can be used as promotional items, long after Centennial is over. It also may be possible to enlist one or more sponsors for such a book in order to cover costs. Another alternative is to include advertisers in the programs.

BOOK OR MAGAZINE

While books may be sold along other souvenirs, it is doubtful that sales alone will generate much profit. Sponsors or advertisers for the book can insure that it be successful and at least break-even. Some communities may decide that a book is such a worthwhile venture, that funds from other activities can be used to offset expenses.

FUNDING

STREET DANCE-A community street dance is one method of kicking off the Centennial Celebration. To keep costs down and add to the enjoyment of the event, as well as to make full use of the talents and abilities of residents, local talent may be used. The kind of music will vary from community to community. Some towns will find that country-western music is more suitable; others may use a combination of country-western, pop, with some rock thrown in. This may be the time your community throws a rock 'n' roll revival, featuring all music of the 50's and 60's. Or you may want to save such an event for the Centennial itself. Whichever approach you use for the street dance, the primary objective is to raise funds and stimulate interest and excitement in the upcoming Centennial. Therefore, you will want to set an admission's fee. Keep in mind the economy of your community. After all, you will have several such events and you don't want to burn people out on one large fee to start with.

FOOD AND CRAFTS BAZAAR - This event can be held in conjunction with the street dance, before or during. In lieu of spending money, the idea is to get people to donate goods to be sold, with all the proceeds going to the Centennial Celebration.

COMMUNITY AUCTION - The Centennial Committee can begin gathering merchandise of all varieties to be used in one giant community auction. The committee can put out news releases on the auction and save the cost of advertising or get sponsors to underwrite any advertising expenses. In addition, a local auctioneer can usually be persuaded to donate his services. Even if he charges, he will take only a percentage of the proceeds. Community businesses also can be approached for donations. If they have items on hand which have not sold for a long period of time, they may be able to place them in the auction and use the donation as a tax write-off.

COMMUNITY YARD SALE - This event can be conducted much like an auction, with merchandise gathered from all over the area, collected into one location and sold. Some man-power will be needed to transport merchandise to the site. In addition, it may be necessary to have a building or location to store merchandise as it gathers before the sale. Manpower also will be needed to price the goods and to handle sales on the day of the event. A bazaar can also be held in conjunction with this event.

FUNDING, CONT.

CONTAINERS - Cans or other containers can be designed and placed in businesses from Day One even until after the Centennial is over. While some people may think it is not worth messing with the coins, others have found that the change adds up into a sizeable amount over the weeks.

PLEDGES - The committee may begin to get pledges early in the planning stages. Try to tie people down to specific amounts, and if at all possible to a date for commitment. Sometimes its easy for businesses or individuals to make pledges, but collecting on them is something else. To prevent hard feelings, the committee needs to make clear that the pledge is an honest committment. If possible, of course, collecting cash donations up front is the very best method.

RAFFLE - In order to hold a raffle, the Centennial Committee will have to check the legalities involved. In many states a raffle license will be necessary. However, a raffle can be well-worth the cost of the license, if it is handled in a skilled way. Attractive merchandise should be used as prizes, hopefully with all such items donated. A deadline for the end of sales needs to be established. Finally, the committee can hold a special event when the drawing takes place (free publicity!). An ice cream social, reception, picnic or other such event can be held, perhaps using some local or other celebrity to draw the winning tickets.

GENERAL PRESS GUIDELINES

Chairmen of the various committees or secretaries should be on the alert for items which will be of interest to the press. Individual p.r. chairmen will want to coordinate their activities through the General Public Relations Chairman before releasing information to the media. But there are certain guidelines, which can alert the chairmen that the data may be a valuable tool to garner interest in the event.

Some of the guidelines include:

- When the event is set and a committee is established, release the information.

- When you need participants, such as people to help with the Pageant, Trail Drive, etc., put out a press release saying so.

- Unusual events, unusual people, humorous happenings--all can be worked into feature articles. Call the press.

- When the deadline approaches for an event. For example, the final date for people to sign up for the parade.

- When people are selected as Royalty, to key positions on the Centennial Committee, or well-known speakers are obtained for the celebration.

- During the celebration stories may be written around almost every event. Result stories are most prevalent, such as who won the various divisions in the Parade. The Media will handle most of this themselves, but you need to be prepared with a list of winners.

The P.R. Chairman should see that information about the Centennial goes not only to local newspapers and radio stations, but to the wire services and other papers outside the region. Truly unique items, such as monster parades can garner state or national attention. The P.R. person should know the media network, so he or she can gain access to such sources for your community.

P.R. people should keep in mind that releases contained in the packet are very general. Expanded details can be added to all events, with more information on people involved in your area. Interviews of all key people, such as Wagon Masters, Grand Marshal of Parade, Queen, etc., are recommended. Usually your public relations chairmen will not have to do this. If you contact the local newspaper with the information, they will put a staff writer on the story.

PRESS RELEASE (SAMPLE)

FOR IMMEDIATE RELEASE

CENTENNIAL CHAIRMAN NAMED

_____ (name) _____ has been named as Chairman of the _____
(name of town) _____ Centennial Committee.

_____ (name) _____ was unanimously selected _____ (when) _____
by the committee, according to Mayor _____ (or other authority) _____.

A native of _____ (your town, if applicable) _____,
(name) _____ was born in _____ (year) _____

(continue this section by giving a brief

biography of the person and his qualifications.)

Other individuals named to key positions on the Centennial
Committee were:

(list , along with positions and a brief biography of each).

(List any other pertinent chairmen or data here).

(now you may want to add other pertinent information, such
as, the theme of the celebration, the winner of theme contest
and data if one was held, summarize with date of centennial.)

Also enclose picture of Centennial Chairman. If you do a separate
article or story on Theme and its winner, a picture would be
appropriate .

PRESS RELEASE (SAMPLE)

FOR IMMEDIATE RELEASE

CENTENNIAL CENTER

Centennial officials have announced that _____ (name) _____ has been named as manager of the Centennial Center.

The Center, which will carry centennial souvenirs and memorabilia, will be located _____ (where) _____ and is scheduled to open _____ (date) _____.

In addition to carrying centennial items, the store will act as an information center. _____ (name of manager) _____ says that immediate plans call for the committee to publish a schedule of centennial activities and dates. _____ (name) _____ also said that the center will be carrying a fine line of merchandise, including _____ (list major items which store will carry) _____. Prices and information will be available in the near future.

YOUR GROUP ALSO MAY WANT TO CARRY A LITTLE MORE BACKGROUND ON THE STORE MANAGER, SUCH AS HER EXPERIENCE, EDUCATION, WHATEVER QUALIFIES HER FOR THE POSITION. IF PRICES OF ITEMS HAVE BEEN SET, YOU MAY WANT TO INCLUDE THAT, AS WELL.

PRESS RELEASE (SAMPLE)

FOR IMMEDIATE RELEASE

CENTENNIAL BOOK

Highlighting the _____ (year) _____ Centennial will be the publication of the city's own history book, entitled _____ (name) _____.

Author _____ (name) _____ said the book is a compilation of events which led up to the present development of the town. The book begins with a brief introduction on pre-history of the region, and continues on to cover all of the important events, which led to the founding of the city, as well as future plans and development.

_____ (name) _____ credits many people with the completion of the book. He said the county historical society was responsible for much of the data, along with _____ (here list any organizations or people who made contributions) _____.

Photographs for the book also were largely located by the historical society, along with _____ (any other people whose collections made them possible) _____.

Centennial books will be available in _____ (anticipated time books will be out) _____, at a cost of _____ (amount) _____. Pre-orders are currently being taken at the _____ (name of town) _____ Centennial Center.

PRESS RELEASE (SAMPLE)

PARADE

FOR IMMEDIATE RELEASE

"_____(theme)_____" will be the theme of next year's Centennial Parade, expected to be one of the largest in state's history.

Individuals or groups interested in participating are asked to contact the Chamber of Commerce or Centennial Committee for a special entry form.

Entrants are urged to let the group know early if they plan to participate in the parade, so that the Parade Committee can plan routes and handle any special problems connected with the mega-sized event.

Vehicles, horses, floats, bands, bicycles, almost any kind of entry will be accepted, according to parade chairman _____(name)_____. _____(name of chairman)_____ said that any unique unit or double unit should be noted on the entry forms, so that can be taken into consideration when planning the parade route.

OFFICIAL ENTRY FORM
CENTENNIAL PARADE

THEME:

DATE:

ENTRY DEADLINE:

RETURN THIS FORM TO _____ (CENTENNIAL PARADE COMMITTEE) _____
_____ (ADDRESS) _____

NAME OF ORGANIZATION _____

PERSON TO CONTACT _____

ADDRESS _____

PHONE _____

TITLE OF ENTRY (If appropriate) _____

BRIEF DESCRIPTION OF ENTRY _____

NUMBER OF PEOPLE _____ VEHICLES _____ HORSES _____

WILL ENTRY BE IN COMPETITION: YES _____ NO _____

HISTORY OF ORGANIZATION _____

WILL ENTRY INCLUDE MUSICAL SOUNDS, SIRENS, ETC.: YES _____ NO _____

IF SO, DESCRIBE _____

PLEASE CHECK APPROPRIATE CLASS:

Decorated Float _____	Horses _____
Marching Band _____	Mounted Group _____
Marching Group _____	Girl Rider _____
Antique Motor Vehicle _____	Boy Rider _____
Animal Drawn Vehicle _____	Lady Rider _____
Man Rider _____	

Other: _____

I FULLY UNDERSTAND THE OFFICIAL RULES AND REGULATIONS GOVERNING
THE CENTENNIAL PARADE AND HEREBY AGREE TO COMPLY WITH THEM.

SIGNATURE

DATE:

PRESS RELEASE (SAMPLE)

PARADE

"A parade which will go down in history," is the way Mayor _____ (name) _____ describes the upcoming _____ (town) _____ Centennial Parade set for _____ (date) _____.

Mayor _____ (name) _____ said _____ (when) _____ that to date more than _____ (number) _____ entries already have been taken for the parade. The event should prove to be one of the largest in state history.

(Here your town can describe its own event. How many floats, horse entries, bands, antique cars, etc. have signed up?)

Entries will compete for trophies in all divisions, focusing on the theme " _____ (theme) _____.

In addition a special trophy will be given for the entry coming from the furthest distance.

Reigning over the events will be Pioneer King and Queen _____ (names) _____ and _____ (any other royalty) _____.

The parade will get off to a rousing start promptly at _____ (time) _____ with Grand Marshall _____ (name) _____ leading the entries down _____ (street or place where event will occur) _____.

HERE INSERT ANY OTHER INFORMATION PECULIAR TO YOUR PARADE.

SAMPLE PRESS RELEASE

SONG

Centennial officials predict the whole country soon will be humming a new song, _____ (name of Centennial Song) _____.

_____ (Centennial Song) _____ has been named the official theme song for _____ (town) _____'s 19_____ centennial celebration. Written by _____ (composer) _____, the song's lyrics depict the history and current events of _____ (town) _____ from its origin in _____ (date) _____ to today's development.

_____ (Mayor or other local authority) _____ said the song will be the theme of the Centennial pageant. In addition, the song will be played on radio station _____ (local station) _____ throughout Centennial week.

_____ (Song) _____ has been recorded by _____ (name of band or artist) _____ on _____ (label) _____ and will be available on cassette tapes and vinyl records beginning _____ (date) _____. Sheet music also will be available.

Other artists performing on the tape include: _____ (names) _____.

Orders may be made in advance by phoning _____ (number) _____ or sending a check or money order to: Centennial Song, _____ (address) _____.

-
Yes, I want a souvenir of our Centennial song. Please send me:

_____ records at \$2.50 each

_____ cassettes at \$2.50 each

_____ sheet music at \$2 each

I am enclosing a check or money order plus 50 cents handling for my
order. Please send to: _____ name _____

_____ address _____

PRESS RELEASE

LOGO

WITH THIS RELEASE INCLUDE A COPY OF THE LOGO, CAMERA-READY, IF POSSIBLE FOR PUBLICATION BY THE LOCAL NEWSPAPER. IF YOUR TOWN HAS CONDUCTED A CONTEST FOR THE LOGO, YOU WILL WANT TO INCLUDE A PICTURE OF THE WINNER, ALONG WITH THE LOGO.

Local commercial artist _____ (or whatever the person's position or title) _____, _____ (name) _____ has been named winner of the logo contest recently held by the _____ (town name) _____ Centennial Committee.

The winning theme pictures _____ (here describe the logo).

_____ (name of winner) _____ said that he picked the design because _____ (here give his reasons, but try to link it with local heritage, tradition, etc.) _____.

The Centennial logo will be used to decorate souvenirs, and in all advertising connected with the event.

_____ (here you may want to give more background on artist or other data particular to your region) _____.

PRESS RELEASE (SAMPLE)

FOR IMMEDIATE RELEASE

ACTORS WANTED

It's time to let that frustrated actor or actress out. It's time to take to the stage and exhibit those hidden talents.

_____(town name)_____ 's Centennial Pageant is the perfect opportunity to test your acting expertise.

Pageant Chairman _____(name)_____ announced on _____(day or date)_____ that a comprehensive cast is needed to perform the play . About _____(number)_____ male, female, and children will be used in the production of _____(name of play)_____.

The Pageant, written by _____(author's name)_____ will depict the history of the town in a humorous _____(or other descriptive word)_____ style. Director _____(list name)_____ said the Pageant also will be interlaced with music, representative of the eras.

Those interested in performing for the pageant should report to a cast meeting at _____(time)_____ on _____(date)_____ in _____(place)_____.

Further information is available by contacting _____(list name with address and phone number)_____.

PRESS RELEASE (SAMPLE)

FOR IMMEDIATE RELEASE

The _____ (town) _____ Centennial Committee is seeking old photographs and historical information to be used in connection with next year's centennial celebration.

Historical Chairman _____ (name) _____ said that anyone with old pictures or data should contact himself or anyone or the committee or at the Centennial Center. All photos will be copied and returned to the owners. Special precautions will be taken in handling.

The photographs and information will be used in the Centennial Book, scheduled to be on sale _____ (when) _____. Some information also may be used in the pageant, in brochures, and in news releases and in connection with other Centennial events.

Further information can be obtained by calling _____ (name _____ at _____ (phone number) _____).

YOUR TOWN WILL WANT TO GIVE MORE INFORMATION ON THE SIZE OF BOOKS, DATES OF EVENTS. IN OTHER WORDS, BE A LITTLE MORE SPECIFIC.

PRESS RELEASE (SAMPLE)

Residents and visitors will have the opportunity to experience first-hand the romance of the Old West on _____ 19____. At that time Wagon Master ____ (name) _____ and his helpers _____ (names) _____ will lead a group of wagons and riders on a two-day trek through the back country to civilization.

The event, a simulated Trail Drive, is set to begin _____ (date) _____, according to _____ (wagon master) _____. Those participating will experience the thrill of camping out under the stars, as well as the camaraderie of life around the campfire.

The wagons will wind across ____ (location), spending the first night at the ____ (location) _____. The group will break camp at _____ (time) _____ and proceed _____ (fill in description of trip) _____.

The Trail Drive is expected to end at ____ (time) _____ at ____ (location), with the wagons circling for the final time.

Those interested in participating in the Drive may contact _____ (wagon master) _____ for further information or to make reservations for the Trip.

PRESS RELEASE #2

Trail Drive

More than ____ (number of wagons) ____ wagons and ____
(horse numbers) ____ horses have signed on to participate in the
Centennial Trail Drive on ____ (date) ____.

Wagon Master ____ (name) ____ said the response to the Drive has
been tremendous. He said, " ____ (insert a suitable, positive state-
ment here) ____.

The group, packing their bedrolls and provisions will meet at
____ (time) ____, where a festive meal will be served around the
campfire. Storytelling, square dancing and music-making will be among
the activities.

Beginning at ____ (time) ____, the Train will continue its
journey, arriving at ____ (location) ____ at ____ (time) ____.
Spectators gathered at ____ (location) ____ to witness the ____
(event) ____ will be treated to a final circling of the Wagons before
the train breaks up.

OFFICIAL ENTRY FORM
CENTENNIAL PARADE

THEME:

DATE:

ENTRY DEADLINE: _____

RETURN THIS FORM TO _____ (CENTENNIAL PARADE COMMITTEE) _____
_____ (ADDRESS) _____

NAME OF ORGANIZATION _____

PERSON TO CONTACT _____

ADDRESS _____

PHONE _____

TITLE OF ENTRY (If appropriate) _____

BRIEF DESCRIPTION OF ENTRY _____

NUMBER OF PEOPLE _____ VEHICLES _____ HORSES _____

WILL ENTRY BE IN COMPETITION: YES _____ NO _____

HISTORY OF ORGANIZATION _____

WILL ENTRY INCLUDE MUSICAL SOUNDS, SIRENS, ETC.: YES _____ NO _____

IF SO, DESCRIBE _____

PLEASE CHECK APPROPRIATE CLASS:

Decorated Float _____	Horses _____
Marching Band _____	Mounted Group _____
Marching Group _____	Girl Rider _____
Antique Motor Vehicle _____	Boy Rider _____
Animal Drawn Vehicle _____	Lady Rider _____
Man Rider _____	

Other: _____

I FULLY UNDERSTAND THE OFFICIAL RULES AND REGULATIONS GOVERNING
THE CENTENNIAL PARADE AND HEREBY AGREE TO COMPLY WITH THEM.

SIGNATURE

DATE: _____

PRESS RELEASE (SAMPLE)

FOR IMMEDIATE RELEASE

MUSIC GROUPS NEEDED

It's time to tune up the guitar and sharpen up your fiddling. Even if your skills are rusty, only once in a hundred years will you have the opportunity to perform in a Centennial Music Festival.

Festival Director _____ (name) _____ said _____ (when) _____ that musical groups are being sought to participate in the event, which is set for _____ (time) _____ on _____ (date) _____.

The Festival will feature _____ (list kinds of music) _____ (or other unusual aspects of your festival).

Those interested in performing may contact _____ (name) _____ at _____ (address) _____, _____ (phone) _____ for details.

THE CENTENNIAL CENTER

The Centennial Center is a key part of your celebration. The Center acts as a store or market for Centennial memorabilia, as well as providing a central location for centennial information. Programs, press releases, perhaps historical displays may be located in the Center. Thus, it may serve as a "mini-museum" and, ideally, should be located in a conspicuous, highly trafficked area, where much visibility exists.

The Center may be manned by volunteers. Sometimes service clubs will take on such a project. Historical societies also may direct manpower to the Center. The committee may want to put out a news release calling for volunteers or advertise for helpers at the beginning of the project.

Select your own name for your store. Stock it with various souvenirs. Decorate it with photographs, antiques, and other items from your local history. Special art exhibits and other displays which represent important events in your community also may be set up in the Center.

The store's hours will vary according to the size of your community and your needs. However, it is recommended that full-time hours be kept as the actual Centennial approaches, especially the final month. You may desire to keep the Centennial Store open for several weeks after the event is over. That will depend on the volume of business and the manpower available to run the store.

Remember--much of the advertising for the Center can be free. Special press releases when the store opens are news items and the newspapers and radio stations in your area will be pleased to run those.

However, at times it may be advantageous to run special display ads featuring certain items you wish to sell or promote.

The Centennial Center also will want to make full use of the logo on items for display, and in its sign and window displays and advertising. Coordination of all such items assists in putting together one comprehensive Centennial celebration which will be long remembered by your community.

MEMORABILIA AND SOUVENIRS

Centennial souvenirs and memorabilia have strong marketing potential to the public. By providing a wide-range of such items, the Centennial committee can use the funds to offset expenses.

A good variety of items, in several price ranges is recommended. Several inexpensive items are needed, such as plastic mugs, bumper stickers and buttons. Such items are attractive to a larger segment of people than more expensive items, such as pewter. Some of the better quality items are a must, but the committee must keep in mind the overall economy of their region and the typical people of their community. An individual with good marketing expertise should be selected to offer advice in this area.

Often the temptation is to order too many items of certain varieties. In the excitement of Centennial fever, local residents may feel that such items will sell easily. However, depending upon the local economy and numerous other factors, sales may not always be generated in as large a quantity as desired.

If your committee already has selected a logo (see logo section), you should incorporate it on many of the items. Dates, too, should be used on memorabilia to make it even more valuable in years to come.

Appoint or select one or two people to coordinate the Center... Again, it may be possible to enlist the help of service organizations in manning the store.

It is important to keep accurate records. Your store will want to have a supply of sales bills, so that as each item is sold it can be easily jotted on the ticket for accurate inventory-keeping.

Some of the items you may want to include are:

- | | |
|------------------|----------------------|
| -Plates | -Cups |
| -Spoons | -Commemorative coins |
| -Bumper stickers | -Buttons |
| -Window decals | -Sheet music |
| -Records, tapes | -Books |
| -Art Work | -T-shirts |
| -Jewelry | -Belt Buckles |
| -Balloons | -Pens, pencils |

BOOK

A Centennial book should reflect the past, present, and future hopes of your community. The Book can vary from a brochure to a 15-20 page booklet to a more comprehensive book. Most communities prefer a larger, more in-depth book to depict their town's history and current lifestyle.

Producing such a book requires professional expertise. Your community may have those resources. You may look to writer's organizations or newspaper editors and writers to undertake the project. Or you may take a team approach, with a group of writers combining skills to undertake the project.

Under the team approach, each person is responsible for a certain segment or theme of the book (such as agriculture, hospitals, education, etc). The articles are written and then edited by one individual or group and compiled into the finished product. This approach is usually the fastest and most successful.

However, it is suggested that one person be placed in charge of the project as a coordinator. That person should set deadlines, insisting that articles be turned in in a timely manner. Otherwise the project will get behind and the printer will have a problem getting the book returned to your community in a timely manner.

The time frame for the book varies according to size. Normally, a period of 18 months from concept to printing is desirable. If the articles are compiled by the group approach in a timely manner, 12 months may be sufficient.

Once the book reaches the publisher, it will be edited, galley proofs will be made for your consideration, more corrections made, and finally the actual publication. As you can see, this is a time-consuming, laborious process. Therefore, the sooner material is compiled and gathered, the more assurance you have that all errors will be caught and your community will be left with a book that it can be proud of for many years.

Your community may feel that it doesn't need a major book production, but prefers an attractive 20-60 page magazine format publication. Such a publication can use color photography, and incorporate articles about the town's history and present development. If advertising is included, the book can be self-supporting.

BOOK, CONT.

PHOTOGRAPHS

Most communities want to include photographs of historical and contemporary importance in their Centennial book. The gathering of such pictures should begin early in the process of planning the book.

Photographs may be secured in several fashions. First of all, if your community has a museum or historical society, arrangements can be made to copy such pictures for your use.

Some communities have individuals who are well-known for their historical collections. Those individuals should be contacted as sources.

Finally, the book committee should release a news article (see enclosed sample) to the various papers and broadcasting media in your region, calling for photographs and historical information. In addition, an ad can be placed, asking for the material.

Various businesses, hospitals, industries, as well as the local library may provide other sources that your committee can rely upon for photographs.

ADVERTISING

Some communities feel that advertising is inappropriate in their Centennial book. They prefer recouping the costs of production through sales. Additional funds may be generated through a corporate sponsor or donations.

However, other towns use an "annual approach", strategically placing ads at the end of the copy and photographs, thus insuring some advertising revenue. If your town uses the magazine format, advertising is definitely an asset.

CENTENNIAL SONG

An official Centennial Song provides a lasting memento of the event for your community. The song can be used in the pageant, the parade, played over the radio throughout the festival to promote various facets of the Centennial. In fact, some Centennial Songs are picked up by the Chamber of Commerce and used as a theme. Sometimes local videos to promote the city use the Official Song as background music.

Occasionally, a Centennial Song is used by a local industry or bank, and with a few changes of the words, can be successfully used to promote that industry, as well as the community.

Indeed, sometimes Centennial Songs can go on to be played in other towns and regions.

The Song, therefore, will be a focal point of the celebration. And since the Song will probably be around until the next Centennial, it is important that it be written as professionally as possible, and that the production and marketing be handled professionally, as well.

The Song should reflect the history and the feeling of the community. Sometimes local residents can handle it nicely, especially if your community has talented musicians and composers and facilities for mastering and cutting the record.

At other times, you may have to go outside the community to find the expertise to put together a Song you can be proud of. You may decide to use professional, skilled songwriters and musicians. Your community may want a song, with no records, tapes or sheet music. You may want tapes only.

A certain amount of pre-selling may be done for both the song and the book. Such sales somewhat may indicate the demand. But generally speaking, most people will buy impulsively from the Centennial Center and at other outlets and events.

Since your group will have a monetary investment in the records, it is important to consider the amount of tapes or records you purchase carefully. It is frustrating to have 5,000 records piled in a corner of the city hall. Keep in mind also that today's consumer is more likely to buy tape cassettes, which can be played in both the home and car and easily carted about.

CENTENNIAL SONG, CONT.

However, you should be able to recoup most of your investment through the sale of tapes and records. Currently, you should be able to sell such souvenir items for \$2.50 or \$3 each.

You may be able to get a local bank or industry to sponsor the project or to underwrite a composer to author the song.

Your committee will need to obtain costs to retain a writer and have the tapes and/or records made. Make certain costs include sleeves or record jackets and boxes for the tapes. If you have imprinting done on either, the costs will probably be extra. If you use a studio to record the song, there will be a charge. Studio musicians also charge or the costs are included in your fees. If you use a local band, who donates their time and talent for the enterprise, you'll be able to save this expense.

The time frame for producing, recording, and writing the song, as well as rehearsals by the band, is approximately seven months. However, this project can vary considerable. It should be commissioned at the beginning of the planning period, because if the organizers wait until the final few weeks it will be impossible to get a final product you are proud of. Competent recording studios like to have plenty of time to give you a polished product. If you rush them, you increase the likelihood that you will not be as pleased with the final result.

TROUBLESHOOTING

This Centennial Guidebook should have eliminated many of the problems which might have arisen without its assistance. Such items as funding, budgeting and organization have been particularly examined in detail.

However, not every question can be anticipated, because each community or entity will have situations unique to itself.

Some questions which have come up in connection with Centennials include:

-Even though we planned our budget carefully, several unforeseen items arose. Our bills are not due until after Centennial, but I think we are going to run short. What should we do?

Don't wait to tally up receipts and total bills until Centennial is over! If you even suspect sales are down, costs are exceeding expectations, throw a quick "Live Aid," a concert, a dance, a rally. Do something. If you collect more money than receipts, it can be kept for a fireworks display on July 4 or donated to a local charity.

-No one wants to be on the committee. Six of us are doing all the work.

This is an All American problem. It's true in schools, churches, clubs, and government. There are no easy answers. Sometimes a highly motivated, enthusiastic leader inspires a following. Sometimes if people understand they have only a part to do--not all of it, that they can delegate authority, they are more inclined to follow through. Oddly enough some people are inspired to come to breakfast, coffee or a luncheon, who otherwise can't take the time from work or family. Also let people know you appreciate what they are doing and let them know you need them. Contests can be held between various committees or within committees, with awards given, to stimulate interest.

-Can we have special sales at the Centennial Center?

Of course. This is your event. Just be sure you are not short-changing yourself. Remember, items with a larger margin of profit must help offset those items which have a smaller profit margin.

TROUBLESHOOTING, CONT.

-The local Mud Sluggers want to hold a "Top Dog Wrestling Event" one night of the Centennial. I think this will cut into our proceeds and take away from the Centennial. Should we stop them?

Probably not. Try to get all such groups to register long before Centennial, setting a deadline, so that you can arrange your schedule. Also try to get a percentage of the gate or proceeds for the Centennial Committee. You can sometimes do this by offering to co-sponsor an event, provide or service, or help advertise.

-Our committee can't decide on what events to have? We can only afford perhaps two major events, with two or three minor ones. But we are hopelessly bogged down.

Vote.

-Our budget is limited and advertising is expensive. But our committee feels like we should run some local ads with prices for the Centennial Center. How important is this? How much should we advertise?

It is important, especially at certain times, such as when you first open the store and during special promotions. During the planning stage, find out what display ad space runs and use that information to set up your budget. However, remember to use free space (news releases) as often as possible. Your committee also can type price lists and photocopy them for inexpensive flyers as needed. Post prices in the Center and whenever you have a mobile station.

-We have some people who will write our book. But we need help putting it together, editing it, and adding the photographs, and we aren't sure how to publish it.

Most communities farm this part of the project out. Coordinating a book requires skill and expertise, often beyond that of the local newspaper office. You can contact various publishers and get bids, and muddle through the project yourself. Or you can contact us and give us your specifications. We will consult with you on the project and give you a price, keeping your budget needs in mind, as well as making suggestions for funding the project.

TROUBLESHOOTING, CONT.

-What other kinds of Centennial services do you offer?

Because we realize that most communities can handle almost every aspect of their Centennial, we don't try to push our services. However, when the need arises, we can provide consultation and assistance in many areas. Sometimes we simply refer you to the best source for your purpose.

For easy reference, a list of Centennial services follows:

-Pageant consultation. Some writing services.

-Reference to professional musicians for festivals, concerts, and rock 'n' roll revivals.

-Linking you with firms that specialize in souvenirs and memorabilia.

-Referring you to professional, published, award-winning songwriters, who can do your Centennial Song. In addition, we can publish and copyright your song and refer you to companies to have your song recorded.

-Writing, editing, layout and publishing of books.
Coordination of advertising.

-Development of concepts of flag and logo, designing, as well.

Remember, Centennials are not our only specialty. We have manuals for all occasions, such as:

- Class reunions, homecomings
- Anniversaries
- Conventions
- Grand openings
- Political campaigns

We also design manuals and promotional kits for magazines, businesses and industry, hospitals, colleges, and governmental entities.

Contact us for more information and a price list.

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P.O.Box 877
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303-336-7383

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