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**West Reading Main Street Foundation**  
500 Chestnut Street  
West Reading, PA 19611

**610-685-8854**

Fax: **610-685-9061**

E-mail: [info@westreadingmainstreet.org](mailto:info@westreadingmainstreet.org)  
[www.westreadingmainstreet.org](http://www.westreadingmainstreet.org)



## **2009 ART ON THE AVENUE** **EXHIBITOR'S INSTRUCTIONS**

**Welcome to the 15<sup>th</sup> Annual Art on the Avenue family festival. The Art on the Avenue Committee and staff are delighted to provide you with this packet of information to assist you on Saturday, June 20, 2009**

### **Festival Hours**

The official start time is 10:00AM. The festival continues to 7:00PM this year although you may leave at 5:00PM. We would encourage you to stay until 7:00PM if possible.

### **In the Event of Rain**

Should it be necessary to cancel the event on Saturday, June 20 due to rain in the forecast, exhibitors are expected to participate in the event which will be conducted on the rain date, June 21. The same activity schedule will be maintained on the rain date. In the event of cancellation, we will contact you via the contact information you provided at time of application. If you would like to leave an alternate contact method, kindly contact the Main Street office. Event cancellation will also be announced on WRFY, FM 102.5.

### **Penn Avenue Closing**

Penn Avenue will be closed to automobile traffic in the 400, 500, 600 and 700 blocks beginning at 7:30AM. Blockades will be placed at the half streets in the 600 and 700 blocks.

### **Set up & Knock Down**

You may drive your vehicle to your assigned location(s) beginning at 8:00AM. Overnight parking on Penn Avenue will be allowed; however all vehicles must be moved by 7:30AM. Police and event organizers will be on hand to remove illegally parked vehicles after 7:30AM. Please enter the Penn Avenue exhibit area to unload from 5<sup>th</sup> and Penn Avenues. Identify yourself as an Exhibitor to the officer located at 5<sup>th</sup> and Penn Avenues.

Booth numbers are included in this packet of materials. Please display them on your exhibits the day of the event.

You may set up your exhibit in your assigned location in the parking stalls on the street facing toward the sidewalk.

Please do not begin your knock down until 5:00PM.

In order to load your display upon the conclusion of Art on the Avenue, please enter the area at 5<sup>th</sup> and Penn Avenues.

### **Awards**

Three cash prizes of \$500, \$300 and \$100 will be awarded. Judging will take place between 10AM and 2:00PM. Three flower stickers are provided in this packet of material. The stickers will be used to designate the works to be entered for judging. Only designated pieces will be considered for prizes. Pieces eligible for prizes must be originals.

### **Electricity**

Electricity is accessed at each Penn Avenue streetlight at the **top** of each light pole. You must provide your own "outdoor" extension cords. Please do not bring inside home extension cords. You will need a minimum of 25 feet of extension cord. An event volunteer will be on hand to set up your extension cord. If you have not requested electricity already, please notify the Main Street immediately so your display can be added to the list. Failure to provide advance notification of your electric needs may result in setup delays.

### **Vehicle Use & Parking**

You may offload your wares and hardware from 8:00AM until 9:30AM. Once you have completed your set up on Penn Avenue, complimentary parking for Exhibitors is available at the Reading Hospital & Medical Center lot located at the southeast corner of 6<sup>th</sup> Avenue and Spruce Street. We ask that you drive your vehicle west on Penn Avenue in order to exit at 8<sup>th</sup> Avenue. Proceed one block to Park Rd and make a left turn on Park Road. Proceed two blocks to Wayne Avenue and turn left. Continue on Wayne-it will become Chestnut Street in West Reading. At 6<sup>th</sup> Avenue and Chestnut Street, make a right turn and proceed to the garage entrance. Any vehicles remaining on Penn Avenue after the 9:30AM offload cut-off time will be ticketed and towed.

### **Trash & Public Facilities**

You are responsible to clean up your assigned area. Organizers and public works crews thank you very much in advance for your assistance.

Porta-potties will be placed at the locations designated on the event map. Placement will be at the following locations: South Fifth Avenue and South Sixth Avenue.

### **Staff Assistance**

Main Street staff and volunteers will be on hand from 8:00AM through 7:00PM. Look for Art on the Avenue tags volunteers will be wearing.

### **Safety**

Borough Police will be directing vehicle and pedestrian traffic at Fifth and Penn Avenues. Bicycle, Motorcycle and Cruiser patrols will be present throughout the day. If you need their assistance, please use a cell phone for urgent or emergency contacts.

### **Phone Numbers**

**911 for emergencies**

**610.373.0111 will connect you to a dispatcher who can notify the West Reading officer who is nearest to the Art on the Avenue location.**

**General information or questions: Main Street office at 610.685.8854**

**Event contacts on Saturday, June 20, 2009:**

Shane Keller - Chairman, West Reading Main Street Authority  
Melanie B. Weidner - Staff  
Dean L. Rohrbach - Staff  
Daniel Bower - Entertainment

***An Operations Table will be located in the 500 Block of Penn Avenue.***

On behalf of the businesses located within the West Reading Main Street area, we are very happy that you are able to participate in this year's 15<sup>th</sup> Annual Art on the Avenue. Hopefully it will be beneficial for you. Over the years, Art on the Avenue has helped us gain further recognition as a community dedicated to vitalizing the arts. We truly appreciate your involvement.

Nancy Campbell  
Co-Chair

Rita Ditsky  
Co-Chair

Nancey Seghetti  
Co-Chair

# West Reading's Art on the Avenue 2009

use the ID number next to your name to locate your reserved space on the attached map

<b>Booth#</b>	<b>Contact Name</b>	<b>Business</b>	<b>City, State</b>
001	Bob Richey	Bob Richey - Pastels	Warminster, PA
002	Connie Leinbach	Berks Arts Council *	Reading, PA
003		Community School	,
004	Beverly Houck	Wyomissing Institute of the Arts	Wyomissing, PA
005	Michael Anderson	Reading Public Museum	Reading, PA
006	Christine Fleming	Christine Fleming Originals	Mohnton, PA
007	Whitney Anderson	Wired	Sunbury, PA
008	Stacey Krantz	Stacey Krantz Fine Jewelry *	Frederick, MD
009	Debra Cross	New Moon Creations	Alburtis, PA
010	Svetlana Howells	Svetlana Designs Jewelry	Allentown, PA
011	Michael Stephens	Sara's Falls Studio and Gallery	Edinburg, PA
012	Deb Schlouch		Wyomissing, PA
013	Diana Koziupa	Artemis Studios	Perkasie, PA
014	Brenda Bickta	Tad's Life	,
015	Marina Bloomfield	Wellington Handmade Jewelry *	Doylestown, PA
016	Alesia Millschase	Millstone Designs	Cochranville, PA
017	Nick Zdinak	Pysanky	Dumfries, VA
019	Fatima Sharrieff	Wise & Wise	Tampa, FL
020	Leslie Bowman-Friedlander	Bowman Fiber Designs	Reisterstown, MD
021	Jane Runyeon	All Together Art	Shillington, PA
022	Kerry Rohrbach	A Little Sparkle	Reading, PA
023	Louise Devery	Word Of Mouth	Easton, PA
024		Hamburg Arts Alliance *	Hamburg, PA
025	Joseph Campbell	Campbell Photography	Sykesville, MD
026	Sandra Seaman	One Bead at a Time	West Lawn, PA
027	Denise Kurtz	Designs by Denise Kurtz	reading, PA

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use the ID number next to your name to locate your reserved space on the attached map

<b>Booth#</b>	<b>Contact Name</b>	<b>Business</b>	<b>City, State</b>
028	Kimberlee Dawn		Birdsboro, PA
029	George Miller III	George Miller Illustration	Reading, PA
030	Susan Small	Studio 311, GoggleWorks *	Reading, PA
031	Ellen Baxter	Big Kitty Design Studio	State College, PA
032	Karen Myers	Metal Maiden *	Shillington, PA
033	Andrew Neil Dierks	Neil Dierks Photography	Altoona, PA
034	Jenny Landis	JayBeeYell	Lewistown, PA
035	Nancy Campbell	Bovano of Cheshire	West Reading, PA
036	Marla Duran		Bethlehem, PA
037	Evelyn Deutsch	Pretty Little Gems	Allentown, PA
038	Bob Hahn	Bob Hahn Photography	Bethlehem, PA
039	Becky Stiles		Mohrsville, PA
040	Leslie Master	Wireworx	Philadelphia, PA
041	David Fisher	OWTC Clay Jewelry Works	Harrisburg, PA
042	Markels Roberts	Diving Cat Studio &Gallery	Phoenixville, PA
043	Eileen Kastura	Bee-Beadazzled Jewelry Designs	Wyomissing, PA
044	Marilyn Pounder	Basically Beads	Sinking Spring, PA
045	Diana Hydock	One White Flower	Freeland, PA
046	Donna Unger		Reading , PA
047	Avril Clindinin	Avril's Designs	Irvington, NJ
049	Stacy Genditzki	Stacy Jewelry	Bedford, PA
050	Jan & Gary Fulton	Fulton Design Studio	Exton, PA
051	Chuck Kaiser		Lancaster, PA
052	Joanne Zitko	Jo's Fab Frames & Fotos	Coraopolis, PA
053	Nicole Phillipine-Martin	Nicolina Jewelry Designs	Womelsdorf, PA
054	Dorian Cola	71 Mull Avenue	Sinking Spring, PA

# West Reading's Art on the Avenue 2009

use the ID number next to your name to locate your reserved space on the attached map

<b>Booth#</b>	<b>Contact Name</b>	<b>Business</b>	<b>City, State</b>
055	Christina Deangelis	All About Women	West Reading, PA
056	Vicki Bender	Handmade Jewelry by Vicki	Reading, PA
057	David Cook	Mythos Cothing and Textiles	Bedford, PA
058	Albert Doughty	Hog Island Creations	Cape Charles, VA
059	Donald Cothard	Imagination in Glass	Camp Hill, PA
060	Lisa Miglioratti	Lisa's Chart Art LLC	Webster, NY
061	Linda Benton McCloskey	McCloskey Designs	Harrisburg, PA
062	Wanda Kalbach	das Silberglanz Designs *	Mohnton, PA
063	Mark Cottman	Art-4U	Baltimore, MD
064	Lucinda Lobach	High Rock Images	York, PA
065	Lucile Macsherry	Lucile Martin Jewelry	Reisterstown, MD
066	Michelle Harvey	Michabella Creations	Lebanon, PA
067		Funnel Cake	,
068	Bob Bauers	Bob Bauers Metalwork	Pottstown, PA
069	Dean Rohrbach	West Reading Elm Street	West Reading, PA
070	Michele Byrne		Reading, PA
071		Food Vendor	,
072	Eric Claypoole	Claypoole Hexsigns	Lenhartsville, PA
073	Diane Bixler	Bixler's Concessions LLC	Mohnton, PA
074	Julie Umbenhauer		Sinking Spring, PA
076	Jolene Ferlazzo		Reading, PA
078	Dona Jones	Kindred Spirit Designs	Oley, PA
080	Ed Kopicki	Kopicki Photography	Reading, PA
082	Bob Natalini	Butterfly Artworks	Reading, PA
084	Robert Hasenfratz	R Hasenfratz Photography	Toledo, OH
086	Wendy Lyman	MoonDance Pottery & Art Studio	Ferndale, MD

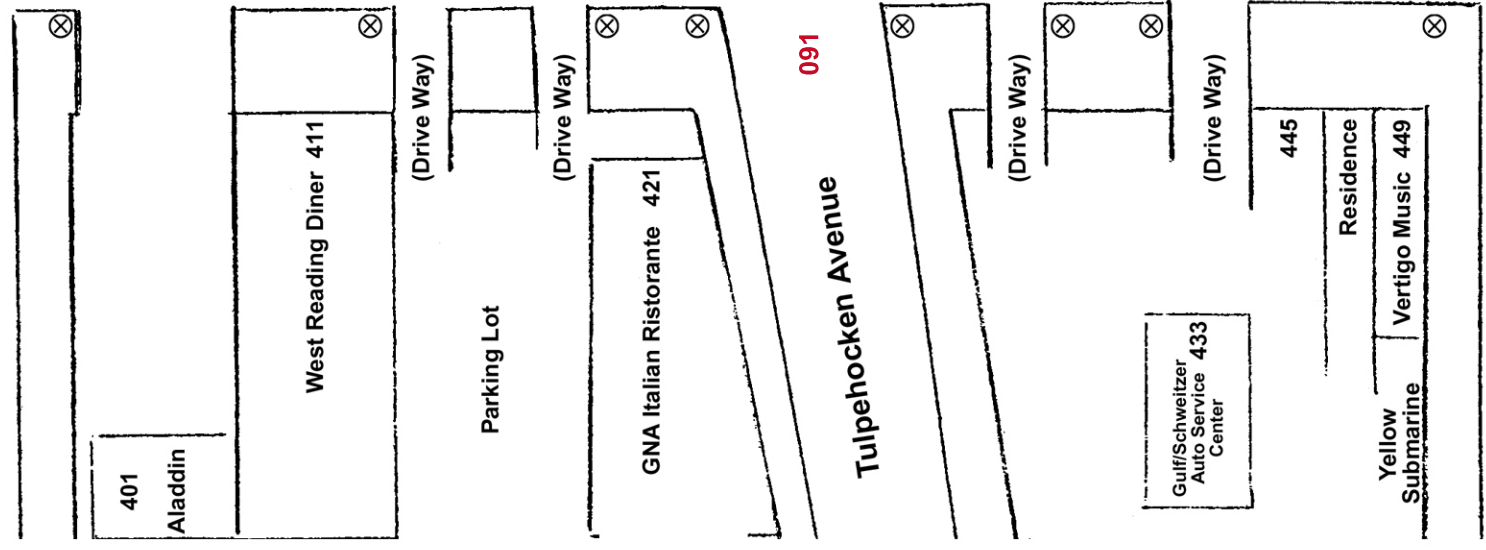
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*use the ID number next to your name to locate your reserved space on the attached map*

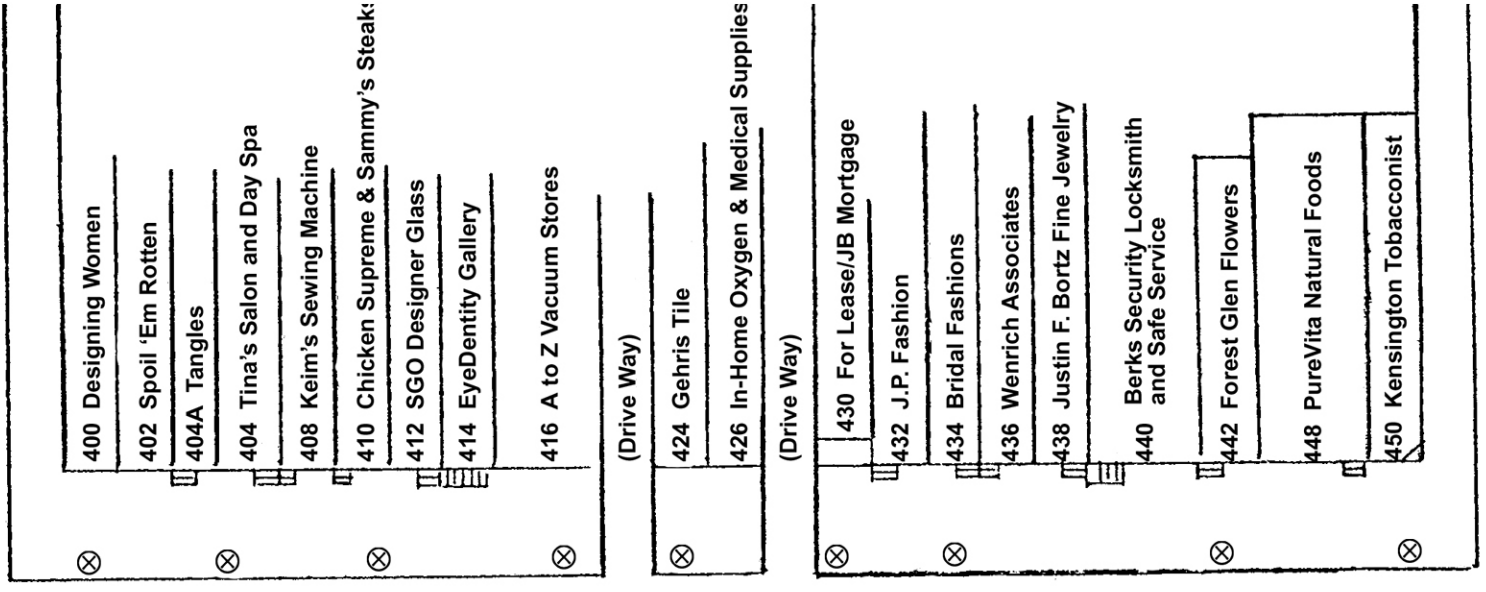
<b>Booth#</b>	<b>Contact Name</b>	<b>Business</b>	<b>City, State</b>
088	Jungwhon Joo		Philadelphia, PA
090	Beth Carroll	Art By Beth Carroll	Reading, PA
091	Lauren	Another Chance 4 Horses	Bernville, PA
092	Jennifer Long	Humane Society of Berks	Reading, PA

4<sup>th</sup> Avenue

092



091



# 400 Block Penn Avenue

Sammy's Steaks

Paint the Avenue

Kids Tent

⊗ = Streetlight

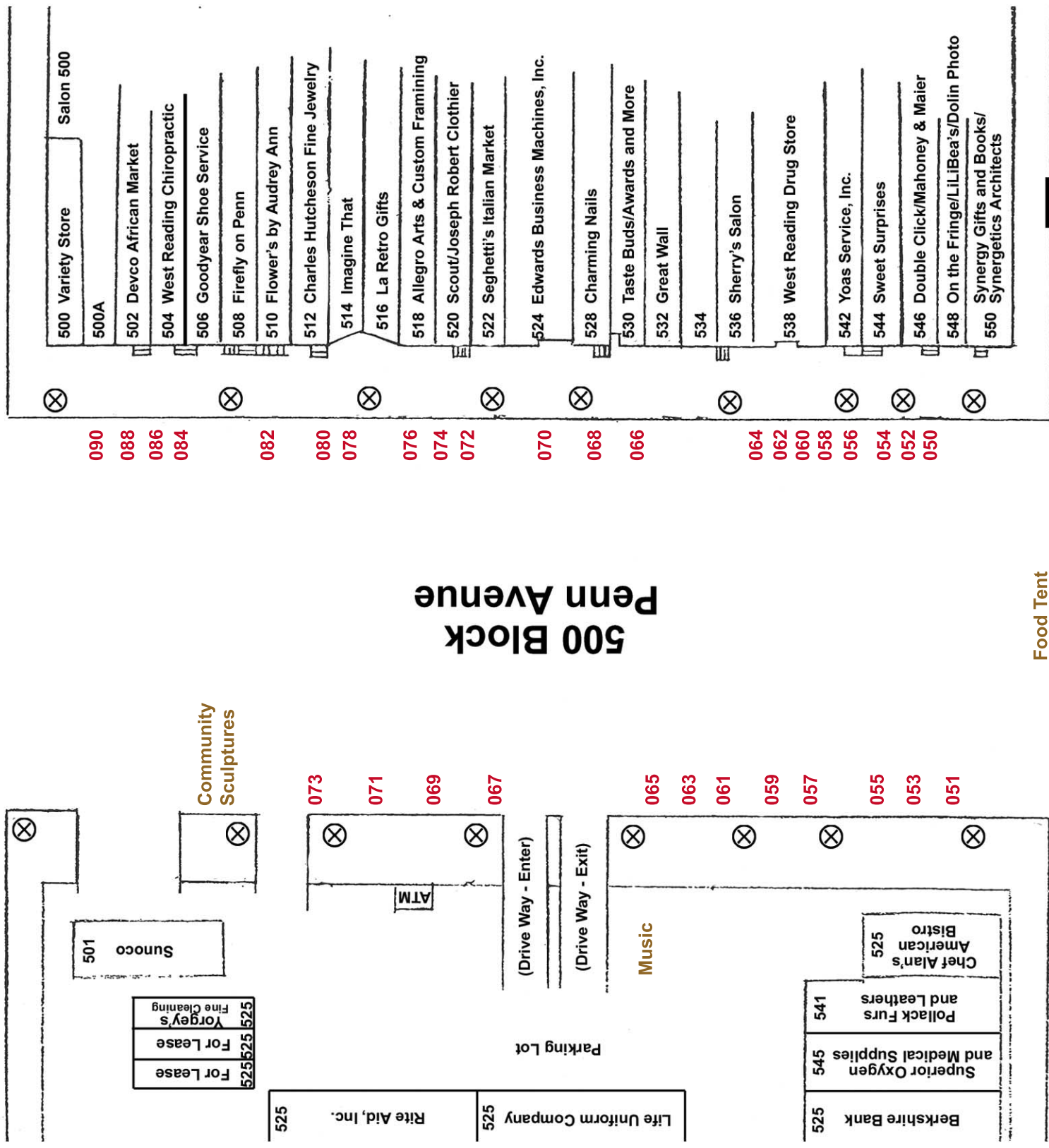
5<sup>th</sup> Avenue

5<sup>th</sup> Avenue



# 500 Block Penn Avenue

6<sup>th</sup> Avenue



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501 Sunoco

525 For Lease  
525 For Lease  
525 Yorgey's Fine Cleaning

525 Rite Aid, Inc.

525 Life Uniform Company

Parking Lot

(Drive Way - Enter)

(Drive Way - Exit)

Music

525 Berkshire Bank  
545 Superior Oxygen and Medical Supplies  
541 Pollack Furs and Leathers  
525 Chet Alan's American Bistro

Community Sculptures

Food Tent

X = Streetlight



- 500 Variety Store
- 500A Salon 500
- 502 Devco African Market
- 504 West Reading Chiropractic
- 506 Goodyear Shoe Service
- 508 Firefly on Penn
- 510 Flower's by Audrey Ann
- 512 Charles Hutcheson Fine Jewelry
- 514 Imagine That
- 516 La Retro Gifts
- 518 Allegro Arts & Custom Framing
- 520 Scout/Joseph Robert Clothier
- 522 Seghetti's Italian Market
- 524 Edwards Business Machines, Inc.
- 528 Charming Nails
- 530 Taste Buds/Awards and More
- 532 Great Wall
- 534
- 536 Sherry's Salon
- 538 West Reading Drug Store
- 542 Yoas Service, Inc.
- 544 Sweet Surprises
- 546 Double Click/Mahoney & Maier
- 548 On the Fringe/LiLiBea's/Dolin Photo
- 550 Synergy Gifts and Books/Synergetics Architects

6th Avenue

Food Tent

# 600 Block Penn Avenue

7th Avenue

William H. Diller Jewelers 601

The Olympain Ballroom/  
Fred Astaire Dance Studio 603

Curious

Consignments 605

Paisley Moon 607

Reading Music Academy 609

Schubert's Custom Cabinetry  
For Lease 611

Papillon Brasserie  
For Lease 613

615

Taste of Crepes 617

Go Fish!/  
Heartfelt Hands 619

The Compleat  
Baldwin Brass  
Center 623

Ady Cakes 631

West Reading  
Flower Shop 633

For Lease 635

The Carriage House 637

For Lease 639

Earth Rhythms,  
Celtic Myth and Moonlight 641

Mixx, Inc. 643

Penn Avenue Dental 645

049

047

045

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023

Music

021

600

The Hard  
Bean Cafe

602 For Lease

604 Art Plus Gallery

606 West Reading Tavern

608 Scrolls and Strings Violin House

610 Shoo

612 Jan Rae Fashions

614 Bistro 614  
(Alley)

616 Big Kids Toyz  
(Alley)

622 Winedown

624 Sunshine Wellness Resources

626 Kids Cuts

628 The Yarn Gallery

630 Residence

632 National Alliance on Mental Health

634 Advanced Personnel

644  
St. James  
Church



046



044



042



040



038



036



034



032



030



028



026



024



022



020



⊗ = Streetlight

7<sup>th</sup> Avenue



# 700 Block Penn Avenue

8<sup>th</sup> Avenue



Good Eatz Green Cafe 701

Young Chef's Acedemy 703

A Running Start 705

Residence 707

Su Andre Salon and Spa 709

Haute Chocolate Cafe 711

For Lease 713

She 715

Residence 717

Cucinotta Images 719

Cheryl L. Miller, D.D.S. 721

Star Salon 723

Drama Hair Studio 725

Shearer Technical 727

Residence 729

Residence 731

Kuhn Funeral Home 739

019

017

015

013

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009

Poet's Row

007

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003

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008

006

700 Bella Jules

704 Commonwealth Auto Tags

706 Residence

(Drive Way)

712 Wendy's

(Drive Way)

720 Woman's Exchange of Reading

722 Mutimer Industrial Sales

726 Salon JP

728 Wyomissing Persian Rug

730 King's Auto Repair

732

King's Auto Repair

(Drive Way)

734 Yoga Inlet

Susan J. Probst, MD & Associates/  
Side Door Medi Spa & Wellness Center



⊗ = Streetlight