



Saturday, June 19, 2010

2010 ART ON THE AVENUE EXHIBITOR'S INSTRUCTIONS

Welcome to the 16th Annual Art on the Avenue family festival. The West Reading Main Street Foundation is delighted to provide you with this packet of information to assist you on Saturday, June 19, 2010. The merchants of West Reading truly appreciate your involvement in this year's event. Over the years, Art on the Avenue has helped us gain further recognition as a community dedicated to vitalizing the arts.

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.

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 5th and Penn Avenues. Identify yourself as an Exhibitor to the officer located at 5th 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. White tents are recommended and must be weighted.

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 5th and Penn Avenues.

AWARDS

Three cash prizes of \$500, \$300 and \$100 will be awarded. Judging will take place between 10:00AM and 2:00PM. Winners will be announced at 3:00PM at the *Firefly Stage* located in the 500 Block of Penn Avenue. Three green *Art on the Avenue* 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. Electrical hook-ups are available to only those who paid for electricity during the application process.

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 6th Avenue and Spruce Street. We ask that you drive your vehicle west on Penn Avenue in order to exit at 8th 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 6th 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.

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 to call the emergency contacts listed below.

- ♦ For Emergencies: Call 911
- ♦ To connect to a dispatcher who will notify the officer nearest you: Call 610.373.0111
- ♦ General information or questions: Call 610.685.8854 or visit the operations table located at booth #055

West Reading's 16th Annual Art on the Avenue

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

Booth#	Contact Name	Business	City, State
001	Toby Bryant	TobyLogic Studio of Designs	Kittanning, PA
002	Frank LaMartina		Baltimore, MD
003	Elizabeth Hay	Elizabeth Hay Designs	Bellefonte, PA
004	Janelle Paisley	Paisley Dog Press	Bernville, PA
005	Jana Scott	Jana Scott Photography	State College, PA
006	Regina Ewer	Regina Marie Designs	Schwenksville, PA
007	Bonnie Hedden	Bonnie Hedden Designs	Wellsboro, PA
008	Leslie Nieto	The Mud Place	Long Pond, PA
009	Cheryl Karnatski	Witsend Studio	White Haven, PA
010	Denise Kurtz	Designs by Denise Kurtz	Reading, PA
011	Zack Marks	Marks Co. Hand Sculpted Art Jewelry	Wellington, FL
012	David Fisher	Oh Wow! The Colors! Clay Jewelry Works	Harrisburg, PA
013	Hollis Archinal	Hollis Eames	Chester Springs, PA
014	R. Neil Gruber	F & S Imagery	Ephrata, PA
015	Mary Rose Feldman	The Sentimental Gift	Wyomissing, PA
016	Zivile Kaminskaite		Philadelphia, PA
017	Margaret Thorn		Lititz, PA
018	Staci Egan	Contempo Jewellery	State College, PA
019	Robin Miller	Argee Bargee Beads	Doylestown, PA
020	Jeanette Leid	The White Birch	Denver, PA
021	Mark Cottman		Baltimore, MD
022	Erica Stripp	The Shawnee Gallery	Shawnee on Delaware, PA
023	Robert Hasenfratz	Robert Hasenfratz Photography	Toledo, OH
024	Mary Boyle	Boyles Glass	Maple Shade, NJ
026	Debra Cross	New Moon Creations	Alburtis, PA
028	Bill Wierzalis		Baltimore, MD

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Booth#	Contact Name	Business	City, State
029	Jane Runyeon	All Together Art	Shillington, PA
030	John Cheer	Cheer Clay Studio	Allentown, PA
031	Darren Modricker	Willow Street Pictures	Reading, PA
032	Rich Killion	Rich Killion Photography	Warminster, PA
033	Susie Martin	The Dancing Vase	Reading, PA
034	Ken Killion	KK Photo Images	Warwick, PA
035	Lara Ginzburg	DesignsByLara	Yardley, PA
036	Layne Freedine	Layne Designs	Oaks, PA
037	Liz Miranda	GaNiSe Creations	Vineland, NJ
038	Nicole Drayton	Lais Dilan	Manheim, PA
039	Becky Stiles	BecLor Furniture Designs	Mohrsville, PA
040	Albert Ciervo	Old World Surface Artisans	Reading, PA
041	Karen Wolf		Reading, PA
042	Melissa Scoppa	Melissa Scoppa Jewelry	Williamsport, PA
043	Eileen Kastura	Bee-Beadazzled Jewelry Designs	Wyomissing, PA
044	Leslie Master	Wireworx	Philadelphia, PA
046	Jennifer Long	Humane Society of Berks County	Reading, PA
048	Robert Greenawalt	G Wiz Workshop	Ruffs Dale, PA
049	Jennifer Schely	Goodwill Keystone Area	Shillington, PA
050	Michael Stephens	Silver and Bold	Edinburg, PA
051	Degler Caitlin	West Reading/Wyomissing Lions Club	West Reading, PA
052	Samantha Davenport		Jonestown, PA
053	Degler Caitlin	Berkshire Bank	West Reading, PA
054	Vicki Bender	Unusual Goods	Reading, PA
055	Dean Rohrbach	West Reading Elm Street	West Reading, PA
056	Beth Carroll	Art By Beth Carroll	Reading, PA

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Booth#	Contact Name	Business	City, State
057	Ben Grande	GNA Ristorante Pizzeria	West Reading, PA
058	Billy Healy	Healy Engraving	Bethlehem, PA
060	Ed Kopicki	Kopicki Photography	Reading , PA
062	Diane Wright	Diane Wright Designs	Pittsburgh, PA
064	Gerald Davidson		York, PA
066	Bertie Brown	Watercolors by Bertie Brown: Art is an Instrument	Willow Street, PA
068	Wendy Lyman	MoonDance Pottery & Art Studio	Ferndale, MD
070	John Woodward	Third and Spruce Café	West Reading, PA
072	Rita Ditsky	Philly Pretzel Stand	Wyomissing, PA
074	Rita Ditsky	Seghetti's Italian Market	Wyomissing, PA
076	Kerry Rohrbach	A Little Sparkle	Reading, PA
078	Perianne Taylor	Off the Wall Art by Peri	Villas, NJ
080	Jeffrey Whitmoyer	Images By J Reed Whitmoyer	Lebanon , PA
082	Rebecca Wade		Leesport, PA
084	Cleon Garl	Hand Turned Wooden Pens and Gifts	Temple, PA
086	Michelle Harvey	Michabella Creations	Lebanon, PA
087	Tracey Gaul	Mountain Jam Llama	Boyertown, PA
088	Harry Bentz	Paint the Avenue	West Reading, PA
089	Gary Seibert	Ozzy's Family Fun Center	Leesport, PA
091	Lisa Ross	The Yocum Institute for Arts Education	Wyomissing, PA





