

**NATIONAL
CHERRY FESTIVAL**

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Works!

Cherry Chatter

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The Hinkley Report

I'm Geeked!!!

The past few months have flown by. I certainly know more about Traverse City and the National Cherry Festival today than I did December 1st!

Over the past few months we have reviewed most every facet of what we do and how we do it. It has been enlightening and I think worthwhile. The program of events for 2009 are pretty much in place and we are working on the details that go into every one of them. This year you can expect many of the favorite standards... Bay Side Music Stage, Cherries D'Vine, Cherries Grand Buffet, Festival of Races, Heritage Day, Air Show, Cherry Royale and Junior Royale Parades, food, drinks, competitive events, art, fashion, and more!

There are a few new twists this year. The Queens Coronation will be held in Downtown Traverse City at the City Opera House. Our DTE Energy Environmental Day will be in its second year and we are planning a bigger, more event filled

day then ever. Heroes Day will be inaugurated on Monday, July 6th. There are more than 12,000 military veterans in Grand Traverse County alone and we thought it appropriate



Tim Hinkley,
Executive Director

to honor them - active military, public safety heroes and Homeland Security in Festival fashion by offering special deals throughout the festival grounds and Downtown TC shops. We'll cap off the night with a patriotic pops concert by the Bay.

Later in the week, we will kick off a new event called the International Wine Pavilion. It will be held Thursday, Friday, and Saturday night of Festival

week in the old zoo area amongst the trees, the marina and the breeze. Great wines from our region will be featured alongside signature vintages from the US and overseas. Please tell friends and family to come on down to join in on all of the fun!!

Finally, we are right in the midst of planning our Ambassador Sign-Up Party to be held Sunday, April 19th from 6-9 pm. It will be at Art Van Furniture in Traverse City and will include food, beverages, contests, prizes, a 50's style Sock Hop, a lot of energy and a lot of fun! I encourage you to come dressed in 1950's attire or your favorite 50's icon for the costume contest! We look to sign up a record number of volunteers and ask that you encourage all you know to join in on the excitement. The more, the merrier!!

Well that's it for now! I hope to see you April 19th, if not sooner.

Cherry-O!

Tim

Festival Office Help Needed

The National Cherry Festival is looking for a few great volunteers to help out in the office. Our hours of operation are Monday through Friday from 9:00 a.m. to 5:00 p.m. and our peak months are March

through July. Your time commitment is minimal...just a few hours here and there (or more if you have time to spare!). Duties may include answering the phones, assisting in mailings, guest service, data entry, etc.

If you're interested in becoming an Office Crew member, please contact Mandy De Puy at 231-947-4230 x115 or email at mandy@cherryfestival.org for more information.

Meet Jennifer Parlette



Jennifer Parlette,
Operations &
Volunteer Manager

“We are extremely fortunate to have Jennifer join our team”

Earlier this year we introduced Keith De Young as the Festival’s new Operations & Volunteer Manager. Shortly after starting with the Festival, Keith received a call from Homeland Security with an offer he couldn’t turn down. We are saddened by Keith’s departure, but are thankful for the time he was able to work in the Operations and Volunteer areas of the Festival. We wish Keith the best and hope he comes back to volunteer in July!

Now, the Festival is extremely proud to have Jennifer Parlette

join our Festival team!

Jennifer has an extensive background in event planning and development, as well as operational and administrative management. Her roles have included volunteer recruitment and management, operations, human resources, marketing, public relations and business development. She has managed events of all sizes and styles. Jennifer also has a dual degree in Human Development Psychology and Organizational Management.

She has worked in the Chicago-land and Scottsdale, Arizona

marketplaces, but returned to Northern Michigan late last year to work and live closer to her family.

“We are extremely fortunate to have Jennifer join our Team. Her background will be extremely helpful in our planning process and volunteer management”, said Executive Director Tim Hinkley.

Please help us in giving Jennifer a big National Cherry Festival welcome!!

Event Director Opportunities

Have you ever thought that you’d like to run a Cherry Festival event? Here’s your opportunity!

We are looking for individuals with experience, resourcefulness and passion for the National Cherry Festival.

Current Open Directorships include:

- Adult Cherry Pie Eating Contest
- DTE Energy Cherry Royale Parade
- Operations: Logistics Branch Director - Off-site
- Operations: Planning Branch Director - Open Space
- Operations: Planning Branch Director - Off-Site

- Operations: Security Director

If you’re interested in being considered as an Event Director or would like more information, please contact Jennifer Parlette, Operations and Volunteer Manager at 231-947-4230 x113 or email Jennifer at: jennifer@cherryfestival.org.



New to NCF Roster...Heroes’ Day

New this year, we will be saluting our Heroes at Heroes’ Day on Monday, July 6 in the Festival’s Open Space.

Festival goers serving in all branches of the Armed Forces, firefighters, first responders, as well as Public Safety and Homeland

Security Personnel will be recognized with a Festival Hero Medallion courtesy of Cherryland Electric Cooperative.

‘Heroes’ will be honored with *special discounts* throughout the Festival grounds and the Downtown Traverse City shopping district when wearing

their medallion.

An expo area will be full of friendly characters, as well as military and public safety vehicles on display at the Festival Open Space Monday, July 6, beginning at 10 a.m.

Join us in saluting our Nation’s Heroes on July 6th!

A Message From The President, Mary Marois

I'm Getting Excited!!!!!!

Each Wednesday morning, I meet with Tim Hinkley to get updated on what is new and to discuss Cherry Festival business. I walk away from these meetings so excited about Festival '09. Most every week Tim has an update about one of you and your event. It all sounds so fun!!!

This past month, the Board of Governor's meeting was devoted to hearing from staff about Festival '09. All of the Board had a chance to hear

about what is new, what is old, and what is redone. I think every member of the Board walked away feeling pumped and believing that this will be a great year. Staff have done a great job getting organized and making many in-house changes that will better serve Volunteers, Vendors, and our Guests.

This Board has made a firm commitment to connect with Volunteers and insure that fun is the name of the game in '09. All of the Board will

be at the sign up party on the 19th of April.

And finally, thank you, thank you, thank you; for your Leadership, your enthusiasm, your patience, and your talent. Without any of that, there would not be a National Cherry Festival. I am so proud of each of you. I look forward to seeing you on the 19th.

~President Mary



President, Mary Marois, pictured with 2008 National Cherry Queen, Megan Umulis

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Tickets On Sale Now

Have you ever seen the Festival Air Show from the Top of the Park Place hotel? How about the Queens Coronation Ball in its new location: The City Opera House?

This year the Festival has more than 20 ticketed events to choose from. On April 17, all tickets will be available for sale on www.cherryfestival.org and at the Festival office.



Some tickets are already on sale including Cherries Grand Buffet, which is a sell out event every year, Cherries D'Vine, and the Bay

Side Music Stage V-Pass (good for all eight nights of entertainment). Many of these events sell out prior to Festival, so if you are interested in attending, please reserve your seats in advance.

Contact the National Cherry Festival box office at 231.947.4230 or online at www.cherryfestival.org.

New to NCF...International Wine Pavilion

Another regional wine event? Far from it. The National Cherry Festival will, for the first time, feature an 'International Wine Pavilion'.

The three evening event will offer an unsurpassed wine experience to Festival guests in the heart of downtown Traverse City. The 'International Wine Pavilion' will be located near Marina Drive on the

former Clinch Park Zoo property. The event, scheduled three evenings, Thursday, July 9; Friday, July 10; and Saturday, July 11 will feature a superb collection of over 75 wines selected by Master Sommelier Ron Edwards of Petoskey, Michigan. The pavilion will showcase award winning local, domestic and international wines.

Complementing the collection of wines, the 'International Wine Pavilion' will feature a selection of imported cheeses, cured meats, and other authentic foods saluting major grape growing regions of Italy.

In addition to the extensive wine selection, guests will also enjoy 12 artisan beers.

white linen, lanterns, softly lit trees, and live music – all the elements needed to create an elegant courtyard setting, just two minutes walking distance from the bustle of the National Cherry Festival's Open Space attractions.

National Cherry Queen Selection...Coming Soon!

The National Cherry Queen program has been a festival tradition since the beginning. Many of our Queens have traveled nationally and internationally promoting not only the National Cherry Festival, but also the cherry industry and the Grand Traverse region. Our Queens have presented cherry pies to Presidents, represented the National Cherry Festival at other festivals around the country, and participated in many events year-round.

Each year, young ladies from all over Michigan compete for the chance to earn college scholarships, and for the opportunity to be a national spokesperson for the National Cherry Festival and the Cherry Industry. This year, we proudly boast scholarship awards of over \$11,500.

Applications are now being accepted for young ladies, ages 19-24, who would like the opportunity to vie for the National Cherry Queen title. All applicants will attend Selection Weekend, May 14-16, 2009, hosted at the Official National Cherry Queen hotel, the Great Wolf Lodge.

All initial candidates participate in a series of 4 Judged Interviews, and 1 Cherry Industry Speech Presentation. A panel of three judges will access each candidate during these interviews and speech. The four candidates with the highest points at the end of Selection Weekend will receive a \$1000 scholarship award to the school of her choice, a festival wardrobe provided by Younkers, and advance to the final round of competition during National Cherry Festival Week.

It is our goal to create a memorable and rewarding experience for each candidate by also incorporating educational and motivational seminars throughout Selection Weekend.

If you know someone interested in applying for the 2009 National Cherry Queen title, please download an application at www.cherryfestival.org or contact the Festival office at 231.947.4230.



**Megan
Umulis, 2008
National
Cherry Queen**

2009 Ambassador Sign-Up Party

You asked for it and now it's back!

The 2009 Ambassador Sign-Up Party is only weeks away and we hope you'll mark your calendars for this exciting event!

The evening will get underway on **Sunday, April 19th at 6pm** in Art Van Furniture's beautiful Traverse City showroom!

We are helping celebrate Art Van Furniture's 50th Anniversary by having an old fashioned sock hop! Feel free to dress as your favorite 50's character, or for some, pull out that favorite poodle skirt and leather jacket you donned in the 50's! Of course, Festival attire is

acceptable, too! Games, prizes, food and fun will all be a part of this exciting event!

Sign up locations will be located throughout the showroom for Festival events you would like to volunteer for. Fun and excite-



Shine up your saddle shoes and join us for this year's Ambassador Sign-Up Party at Art Van Furniture!

ment is what it's all about at this year's Ambassador Sign-Up Party!

For more information, contact Jennifer Parlette at 231.947.4230 x113 or email at

jennifer@cherryfestival.org.

You can also sign up online now at www.cherryfestival.org. Even if you sign up online prior to April 19, please come to the Ambassador Party to join in the fun!

