



1st Annual Cleveland Asian Festival

May 22 2010

AsiaTown

Payne Avenue & E. 30th Street 11am – 8pm

Strengthening the identity of AsiaTown

Educating and promoting Asian culture and traditions

Celebrating Asian Heritage Month

**Asian Cuisine, Merchandise, Games, Performances, Martial Arts,
Yoga, Competitions, Health Fair, Cultural Education, Fashion,
Hands-On Activities, Family Friendly**





Cleveland Asian Festival

www.clevelandasianfestival.org

GENERAL GUIDELINES FOR VOLUNTEERS

WELCOME & THANK YOU FOR VOLUNTEERING!!!

Welcome to the first **Cleveland Asian Festival**. The Festival will be held on Saturday, May 22, 2010 at the renowned Asia Plaza and surrounding streets (Payne Avenue and East 30th Street) located in the heart of AsiaTown. The **Cleveland Asian Festival** is a collaborative effort by the organizations and communities in Greater Cleveland. It is coordinated by the volunteer leaders within the Asian Pacific communities to foster, educate, and promote Asian culture and traditions, while celebrating Asian Heritage Month.

Cleveland Asian Festival is a landmark undertaking to unite the community through recognition of its culture, diversity, and people. The event is made possible by the volunteerism and participation of many diverse and ethnic groups including: Chinese, Taiwanese, Korean, Japanese, Filipino, Indian, Vietnamese, Laotians, Indonesian, Malaysian, Thai, and others. In addition, committed organizations such as the Organization of Chinese Americans of Greater Cleveland, International Community Council, International Service Center, Friendship Foundation of America, Federation of Indian Associations, Vietnamese Community of Greater Cleveland, MotivAsians for Cleveland, Asian Services in Action, Cleveland Contemporary Chinese Culture Association, Cleveland Chinese Women Association, Cleveland Professionals and Entrepreneurs Associations, Consolidated Graphics Group, Creative House Studios, Koko Bakery, Korean American Association, Japanese Americans Citizens League, Cleveland Chinese Benevolent Association, Filipino Associations, St. Clair Superior Development Corp., Asia Plaza Inc., and AsiaTown Neighborhood Merchant organizations have enthusiastically committed to this festival.

The Festival will feature food and merchandise vendors, local and national performing artists, a children's activities area, games, competitions, and a health fair that focuses on diseases and medical conditions that affect Asians Americans. It will also bring economic growth to the AsiaTown neighborhood by introducing this ethnic neighborhood to thousands Clevelanders. www.clevelandasianfestival.org

The event is free to the public and will run from 11am till 8pm with ethnic performances on stage throughout the day. This unique event provides an opportunity to learn and experience the diverse Asian cultures, heritage and traditions through visual performance arts, cultural displays and demonstrations, educational materials, and interactive workshops. A special highlight of Cleveland Asian Festival is the numerous competitions where children and adults can compete in fun activities.



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POLICIES & PROCEDURES FOR VOLUNTEERS

All volunteers must check-in 30 minutes before your assigned time at your site. Check-in at the Volunteer's Command Center located inside of Asia Plaza at the first store at East 30th Asia Plaza Entrance.

Civil conduct volunteer and staff policy:

As a volunteer you will behave in accordance to our Civil Conduct Policy. All volunteers and staff should treat guests, staff, and other volunteers with consideration and respect. Improper conduct is any behavior which could be perceived as: demeaning, intimidating, threatening, violent, criminal, bullying, harassment (sexual or non-sexual) regardless of intention. Any discriminatory conduct or remarks may result in dismissal from volunteering or the event by a CAF committee member. Improper conduct will not be tolerated at the Cleveland Asian Festival and must be immediately reported to the Cleveland Asian Festival command center.

At the check-in Volunteer's Command Center, you will receive a badge and T-shirt for volunteering and a map of the site. You will then go to your assigned position and perform your duty for the duration of your shift. You will be a representative of the Cleveland Asian Festival (CAF) and will proudly perform your task as a volunteer.

Please do not relocate or change position unless advised by the volunteer supervisor (via walkie-talkie communication). This is to keep orderly spread of volunteers in the area. Another volunteer will take your place at the end of your shift. Please report to the volunteer desk, return your volunteer badge and sign out. You can then enjoy the festival at your own leisure, and wait for next shift if you happen to volunteer for more shifts that day. As a token of our gratitude, we provide some perks for your volunteer efforts.

For the Set up and clean up volunteers, your help and talent are very much appreciated. A supervisor will direct you to the task involved upon arrival. There is a need for volunteers on this shift. Please ask friends and relatives to join in.

VOLUNTEER HOURS

May 16, Sunday:

2pm to 5pm (Asia Plaza, across from Li Wah Restaurant)

May 22, Saturday:

8:00 to 10:00 AM (setup)

10:00 AM to 12:00 PM

12:00 to 2:00 PM

2:00 to 4:00 PM

4:00 to 6:00 PM

6:00 to 8:00 PM (partial clean-up)

8:00 to 10:00PM (cleanup and tear-down)



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To sign-up, please fill out the Volunteer Application Form and send to:

Cleveland Asian Festival
c/o **Kyle Znamenak**
1265 W 106th Street #UP
Cleveland, OH 44102

or email attachment to: info@clevelandasianfestival.org by May 1st.

HOSPITALITY

As volunteers, we want to make each and every guest feel welcome and appreciated just as we would treat guest in our own home. Guests will be counting on us to make this special event a warm and personal one.

- Please be assertively friendly. Show a genuine smile when greeting our guest.
- Offer your assistance. Use terms like “please” and “thank you”. These words will stimulate guest’s cooperation and good feeling.
- Accept guests the way they are, not as you prefer them to be.
- Give individual attention to our guests; take time to listen to their question or problem and see that the proper answers or explanations are offered. Answer questions completely.
- We must be ready and willing to patiently answer the same question all day. Remember that new guest will be asking it for the first time and deserves a pleasant and accurate response.
- Give extra assistance to our handicapped guest. Please note that all attractions, Exhibits, eating areas, entertainment and garden of the park have been specially designed to exceed the recommendation of the American National Standards Institute.
- Giving directions
 - o Be concise. Long, detailed instructions will be forgotten or ignored entirely.
 - o Always know where the closest restroom, water fountain, and telephones.
 - ATM machine is located inside the Asia Plaza
 - Health Pavilion do not have telephones
 - o Be familiar with the schedule of shows and attractions of the day.
 - o Offer your assistance to guests who “look lost”.
 - o Be familiar with the areas outside and inside.

HANDLING OF GUEST COMPLAINT

Listen to their complaints without interruptions. Be flexible. Being rigid will only make the situation worst. Never argue the point with a guest. Let the guest know you are concerned and interested. If you are unable to assist the guest, explain that you are a volunteer and will get a staff person to assist them. Excuse yourself and contact your supervisor.

SECURITY, SAFETY, AND EMERGENCIES

Another area you can assist as a volunteer is to help prevent injury. Please make a habit of checking for hazards. Report any suspected problem to your supervisor. Don’t assume someone else has taken care of the problem. In all cases contact security located in the Multi-purpose building. First-aid station is located in the Health section of the Festival.



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ATTRACTION AREAS / CULTURAL AREAS/VOLUNTEER ROLES

The Cultural Exhibits are located in the Multi-purpose Building. It contains Educational and Cultural displays, Arts and Crafts, demonstrations, Visual Aids, Services offered to the community. Make a point to look over the area to acquaint yourselves of the attractions and your role as a volunteer within these areas.

GAMES & ACTIVITIES

Areas include: Egg Roll Eating Competition; Sumo Wrestling Competition, Karaoke; and DDR. Volunteers will organize activities; assist Games & Activities committee chair; prepare areas; maintain equipment; make water available to players; ensure that safety is the number one concern for everyone.

ENTRANCE GREETER/GUIDE

You will be placed at the entrances of the festival to greet guests, passing out programs, and assisting guests.

HEALTH PAVILION

This is located at the Northwest side of front of Asia Plaza. Health Screenings and Educational materials are provided. Encourage people to participate in the activities. You are also encouraged to participate in the screenings before or after your volunteer shift ends.

MARTIAL ARTS AREA

This is located within Asia Plaza where there will be martial art demonstrations. Volunteers will assist the Martial Arts Committee Chair as needed including set-up & teardown, setup equipment, safety etc.

FOOD/ALCOHOL AREA

The food and alcohol area will be the main parking lot of Asia Plaza, this is a privately owned secured area where the main stage will be located as well. Within in the alcohol area, all guests will be asked for identification and be given a bracelet before entering by a CAF staff person (non-volunteer). A variety of Asian foods and delicacies are available in the food booth. Some will have cooking demonstrations. If you are a volunteer in this area, make sure that everyone does their part in keeping the area clean and uncluttered, while talking to the guests on how they enjoy the taste of Asia. No alcohol beverages of such can be outside of this area, volunteers please make sure all patrons with alcohol stays within this area for their and others safety.

WORLD MARKET PLACE

The World Market Place will be in the front area of Asia Plaza on the blocked street, on Payne Avenue, starting from East 27th to East 30th street. They will contain nonprofit, non-retail, arts, crafts and commercial booths for signed-in commercial merchants of the Festival, as well as demonstrations of how to make the product they sell.

PERFORMANCES/STAGE ASSISTANT

Continuous Performances will be held in the outdoor MAIN STAGE or the 2nd stage located inside the Asia Plaza. All martial arts or hands-on type of performances (not cultural type) will be performed at the 2nd Stage. Shows of Asian- American performers, cultural, educational, and musical extravaganza are scheduled throughout the days of the Festival at these venues. If you are a volunteer in these areas, report to the performance chairperson or coordinators or anyone from the Performance Committee.



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BACKSTAGE/DRESSING AREAS

This area is the tent behind the stage of the Main Stage or it can be the 2nd room located inside of Li Wah (or other designated location). If you are a volunteer in this area, make sure the area is kept away from non-performers, nearest restroom for performers will be indicated shortly. Assist performers if necessary.

CHILDRENS ACTIVITIES

The Children's Activity area is located right in front of the Asia Plaza's main entrance. This is where children enjoy the educational games, cultural arts and crafts, toy making, mask and puppet making and other educational activities. If you are a volunteer in this area you will report to the chairperson of the children's activities area and be informed on the task(s) you have to perform. **Children should be accompanied by a parent or legal guardian and should not be left alone within this area. Please contact the children's activities chair about unsupervised or lost children.** Additional rooms inside of Asia Plaza will provide Karaoke, DDR, or PC/Gaming for children or adults. Sumo Wrestling area is also be part of this area.

VOLUNTEER CHECK-IN & HOSPITALITY AREA

The area is located will be designated later; it is utilized as the main reception and information. It is also the location for the Volunteer Check-in and sign-out area. This area is for sponsors, dignitaries, and visitor who would like to have a quiet place to rest, dine or meet. The Hospitality volunteers will monitor the area.

INSIDE AREAS

Additional tables will be set inside of Asia Plaza for nonprofit or organizations that are heavily involved with the planning and organizing of Cleveland Asian Festival, these areas will be located in the hallways throughout Asia Plaza.

PARKING

All participating STAFF, PERFORMERS, VENDORS and VOLUNTEERS should park their cars in the parking lot located on East 27th Street (red brick). Loading and unloading for vendors should also utilize that area for their needs. All parking for general public consists of East 30th Parking lots, Warwick Parking Lot and any available space available within the neighborhood. NO staff, vendors or volunteers should park there. Volunteers will assist staff in managing the parking lots.

ADDITIONAL NON- AREA SPECIFIC VOLUNTEER ROLES

DECORATION & SETUP

Decoration volunteer must show up to the event before 11am to help decorate the festival such as hanging banners, signs, and artwork. After the event, they will help in taking down banners, signs, artwork etc.

GENERAL ASSISTANCE

Volunteers will assist in general activities such as setup of a designated area; assist Committee Chairs or their designee as needed; provide directions to participants and guests, and help in areas that require additional volunteers.



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SURVEY & DATA ANALYSIS

During CAF volunteers will be conducting surveys. After the event, qualified volunteers will be collating and summarizing the survey using statistics to examine feedback from this year's event.

GOPHERS

Volunteers must have the ability to lift more than 20 lbs. You will assist in setup of the overall festival, relaying messages to CAF staff, and carry equipment or any item where it may be needed. Volunteer must have a valid driver's license and automobile insurance policy meeting the mandatory state minimum financial responsibility requirement.

INTERPRETER

Volunteer must be proficient in another language other than English. You will act as an interpreter and guide.

CLEAN UP

Pick –up trash and debris before during and after festival; clean area, make sure all parking lot is cleaned and will help in tear down at end of event. **All volunteers**, regardless of role, will be **strongly encouraged** to assist during the tear down of the event.

PARKING FOR CAF STAFF AND VOLUNTEERS

All participating STAFF, PERFORMERS, VENDORS and VOLUNTEERS should park their cars in the parking lot located on East 27th Street (red brick). Loading and unloading for vendors should also utilize that area for their needs.

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