



# VOLUNTEER GUIDELINES

2<sup>nd</sup> Annual Cleveland Asian Festival

May 21 & 22, 2011

11am-7pm





# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## GENERAL GUIDELINES FOR VOLUNTEERS

### WELCOME & THANK YOU FOR VOLUNTEERING!!!

Welcome to the second **Cleveland Asian Festival**. The Festival will be held on Saturday, May 21, 2011 and Sunday, May 22, 2011 at the renowned Asia Plaza and surrounding streets (Payne Avenue and East 30<sup>th</sup> 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 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 features 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 brings economic growth to the AsiaTown neighborhood by introducing this ethnic neighborhood to thousands Clevelanders.

The event is free to the public and runs from 11am till 7pm 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 highlight of Cleveland Asian Festival is the numerous games and activities that children and adults can compete in.



# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## 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 outside on Payne Ave located at the entrance of Warwick Communications. There will be a Cleveland Asian Festival banner above the volunteer tent.

### **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.

At the check-in Volunteer's Command Center, you will receive a name badge, a T-shirt for volunteering, a meal ticket 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 coordinator or your area's supervisor. 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 command center and sign out. After signing out, you may 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 a free meal and a t-shirt for volunteering. Volunteers, who volunteer for more than 6 hours, will receive an additional meal ticket. Meal tickets are good for one volunteer meal at Li Wah Chinese Restaurant located inside Asia Plaza.

All volunteers are required to take at least a 30 minute break when working more than 4 hours. There is a designated break room for volunteers inside Asia Plaza where snacks and bottle water are provided. Please inform your area supervisor when you are taking a break.

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



# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## VOLUNTEER HOURS

### May 15, Sunday:

4:00 to 6:00 PM

Volunteer Orientation at Asia Plaza  
Room TBA

### May 21, Saturday:

8:00 to 11:00 AM (setup)

11:00 AM to 1:00 PM

1:00 to 3:00 PM

3:00 to 5:00 PM

5:00 to 7:00 PM

7:00 to 9:00 PM (clean-up)

### May 22, Sunday:

8:00 to 11:00 AM (setup)

11:00 AM to 1:00 PM

1:00 to 3:00 PM

3:00 to 5:00 PM

5:00 to 7:00 PM

7:00 to 9:00 PM (clean-up & tear down)

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

Cleveland Asian Festival

c/o **Kyle Znamenak**

1265 W 106<sup>th</sup> Street #UP

Cleveland, OH 44102

or email attachment to: [info@clevelandasianfestival.org](mailto:info@clevelandasianfestival.org) by May 1st.



# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## 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 stages 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
  - 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 area 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 area supervisor. Don’t assume someone else has taken care of the problem. In all cases contact security or your nearest supervisor. First-aid station is located in the Health section of the Festival.

## 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.



# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## **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. Please report to the volunteer coordinator Kyle Znamenak.

## **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. Please report to the Health Pavilion Area supervisor Michael Mendoza.

## **MARTIAL ARTS AREA**

This is located at the second stage within the Warwick Communications Parking Lott. There will be martial art demonstrations at this stage. Volunteers will assist the Second Stage Committee Chair as needed including set-up & teardown, setup equipment, safety etc. Please report to 2<sup>nd</sup> Stage supervisor Luca Zullo.

## **FOOD AREA**

The food will be the main parking lot of Asia Plaza where the main stage will be located. A variety of Asian foods and delicacies are available in this area. 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. Please report to the Food Area supervisor Lisa Wong.

## **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 27<sup>th</sup> to East 30<sup>th</sup> 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. Please report to the World Market Place supervisor Mona Alag.

## **PERFORMANCES/STAGE ASSISTANT**

Continuous Performances will be held in the outdoor MAIN STAGE or the 2<sup>nd</sup> stage located at Warwick Communications Parking lot. All martial arts or hands-on type of performances will be performed at the 2<sup>nd</sup> 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 Main Stage Area supervisor Yin Tang.



# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## BACKSTAGE/DRESSING AREAS

This area is the tent behind the stage of the Main Stage. 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. Please report to the Main Stage area supervisor Yin Tang.

## 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 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. Please report to the Children's Activities area supervisor Steve Hom. If you are helping with DDR, please report to the DDR supervisor Tim Nevits.

## INFO BOOTH, VOLUNTEER CHECK-IN & VOLUNTEER BREAKROOM

The volunteer check-in is at the Information Booth at the entrance of Warrick Communications on Payne Ave. The Volunteer Break room is located inside Asia Plaza. This area is for sponsors, dignitaries, and visitor who would like to have a quiet place to rest, dine or meet.

## 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. Please report to volunteer coordinator Kyle Znamenak if you are volunteering in this area.

## TROLLEY TOUR

AsiaTown Lolly the Trolley Tour (*starts at East 30th Street Trolley Stop*)

Additional Exhibitions at:

**Ariel International Center** (1163 East 40th St.)

**Asian Town Center** (3820 Superior Ave.)

**Tyler Village** (3615 Superior Ave)

Volunteers will help with the tour by being at the stations and acting as tour guides.

## PARKING

All participating STAFF, PERFORMERS, VENDORS and VOLUNTEERS should park their cars in the parking lot located on East 27<sup>th</sup> Street (red brick). Loading and unloading for vendors should also utilize that area for their needs. All parking for general public consists of East 30<sup>th</sup> 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. Please report to the Safety supervisor George Kwan.



# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## 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. Please report to Lisa Wong.

### 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. Please report to volunteer coordinator Kyle Znamenak.

### 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. Please report to volunteer coordinator Kyle Znamenak.

### 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. Please report to Lisa Wong.

### INTERPRETER

Volunteer must be proficient in another language other than English. You will act as an interpreter and guide. Please report to the volunteer coordinator Kyle Znamenak.

### 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

Volunteers can park at the CSU lot, on the streets of E.27th south of Payne or on Payne west of E. 27th, and at the EB Brown lot across from park to shop. There will be a sign designating volunteer parking.

## PARKING FOR GENERAL PUBLIC

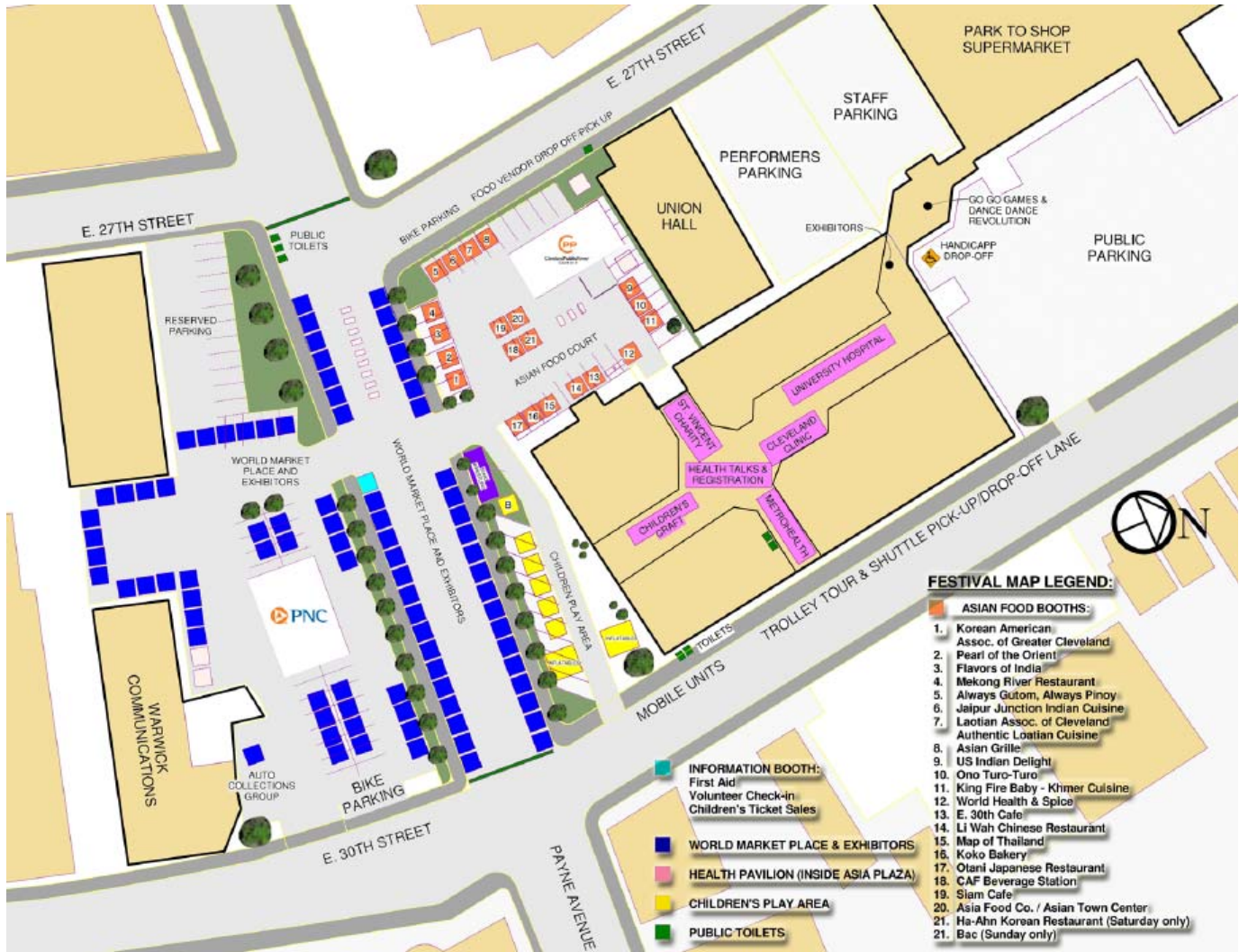
See Map





# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)



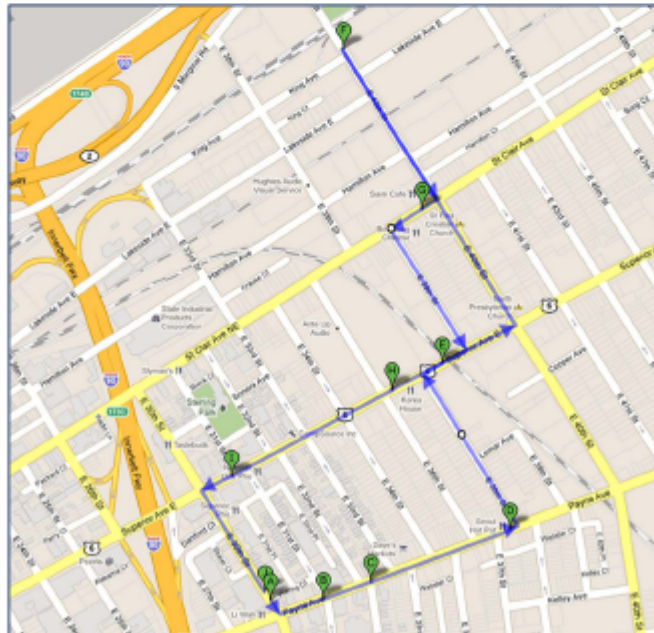


# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## Lolly the Trolley - Asiatown Tour - CCW Route 2011 Cleveland Asian Festival May 21-22, 2011

- Route = 2.5 miles, 10 minutes Car Speed
- Loading/Unloading ONLY at designated "STOPS." Estimate ~5 minute per Stop for loading/unloading.
- A. **STOP 1 - Cleveland Asian Festival:** Depart: 1:00, 1:30, 2:00, 2:30, 3:00, 3:30, 4:00, 4:30=LAST PICKUP
  - a. Asia Plaza - Li Wah Restaurant, Park & Shop, E. 30th Cafe, and Many other Asian businesses
  - b. 2999 Payne Avenue, Cleveland, OH 44114
- B. Good Harvest Food Market
  - a. 3038 Payne Avenue, Cleveland, OH 44114
- C. Wonton Gourmet and BBQ Restaurant/ Cleveland Chinese Christian Church - Midtown Location
  - a. 3211 & 3224 Payne Avenue, Cleveland, OH 44114 (Across Street from Each Other)
- D. Koko Bakery/ Map of Thailand Restaurant/ Seoul Hot Pot Restaurant
  - a. 3710 Payne Avenue #102 Cleveland, OH 44114 (All within sight of each other)
- E. Asian Town Center/ Korea House Restaurant/ Kim's Oriental Food
  - a. 3820 Superior Avenue, Cleveland, OH 44114 (Within sight of each other)
- F. **STOP 2 - Ariel International Center:** Depart: 1:10, 1:40, 2:10, 2:40, 3:10, 3:40, 4:10, 4:40=LAST PICKUP
  - a. 1163 East 40th Street, Cleveland, OH 44114
- G. Siam Cafe/ Bo Loong Restaurant
  - a. 3951 Saint Clair Ave NE Cleveland, OH 44114 (Across the street from each other)
- H. **STOP 3 - Tyler Village:** Depart Times: 1:20, 1:50, 2:20, 2:50, 3:20, 3:50, 4:20, 4:50=LAST PICKUP
  - a. 3615 Superior Ave, Cleveland, OH
- I. Superior Pho/ Number 1 Pho/ Saigon Grill/ Ha Ahn Korean Restaurant
  - a. 3030 Superior Avenue East, Cleveland, OH 44114
- J. Return to Stop 1 - Asia Plaza





# Cleveland Asian Festival

[www.clevelandasianfestival.org](http://www.clevelandasianfestival.org)

## CAF Volunteer Quick-Fact Sheet

**Cleveland Asian Festival  
May 21 & 22  
Payne Ave & E 30<sup>th</sup> Street**

**8am-10am  
Setup**

**11am-7pm  
Festival Begins**

**7pm-9pm  
Clean-Up**

**Contact: Kyle Znamenak Cell: 440-725-4458**

*Feel Free to Text Message*

**Email: [info@clevelandasianfestival.org](mailto:info@clevelandasianfestival.org)**

**I am volunteering at the \_\_\_\_\_ area.**

**My area supervisor is \_\_\_\_\_.**

- Attend the **Volunteer Orientation** on May 15, 2011 at 4pm inside Asia Plaza
- Check-in** 30 minutes before my shift at the Volunteer Command Center located outside on Payne Avenue in front of the Warwick Communication's entrance. Look for the CAF logo above the tent.
- Received Volunteer T-Shirt, Name badge, and Meal Ticket.
- Report to your Area Supervisor
- Treat guests and staff members in accordance to **CAF policies**.
- Take a break at the **CAF Volunteer Break Room** inside Asia Plaza.
- Use your **Meal Ticket** inside Asia Plaza at Li Wah Chinese Restaurant. Volunteering more than 4 hours earns you 2 meal tickets.
- When leaving or taking a break** report to your area supervisor.
- Check-Out** at the Volunteer Command Center.
- Have FUN & Enjoy the festival!!!**