

## **A. INDIVIDUAL SUBMITTING NOMINATION INFORMATION:**

### **Marilyn Clint**

Portland Rose Festival Foundation  
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## **B. NOMINATION INFORMATION**

### **Charlie M. Clint**

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## **C. NOMINATION QUESTIONS:**

**Please provide a two-paragraph response for each of the questions below, indicating which question you are answering. Please include specific examples for each. Points will be awarded for each question. Points awarded are listed below.**

- 1. Explain your volunteer's significant depth of involvement. (20 points) \*and\***
- 2. Show specific examples of your volunteer's roles and responsibilities. (10 points)**

Charlie Clint has been a Rose Festival volunteer since the early 1980s, working on projects ranging from stuffing envelopes to helping blend the bands, marchers and tricycle riders in the Rose Festival's Junior Parade. In the late 1990s, she became the legs, hands and especially the voice of the Grand Floral Parade manager (who is stuck inside a command post during the two hours the parade is being televised), relentlessly moving the entries up the long, steep ramp to the south door of Portland's Veterans Memorial Coliseum, the start of the Rose Festival's big event. Charlie quickly became a familiar sight to the float builders, the equestrian riders and the band directors who take direction from her on parade morning, the impact of her instructions enhanced exponentially by the force of her personality.

For many people who participate in the Grand Floral Parade, Charlie is the person they will always remember.

During the Rose Festival's Centennial Celebration in 2007, Charlie took on several significant tasks, including creating and managing the Rose Festival's story blog: (<http://rose-festival.livejournal.com/>) She helped design the Rose Festival Pendleton blanket, and she handled the images for the playing cards and other merchandise. She became an unofficial official photographer, capturing images that would later be used on a far larger project she would take on post-Centennial.

After the Rose Festival's Centennial, the staff size was significantly reduced. One of the reductions included the person who managed the festival's website and information technology. The Rose Festival was entering challenging financial times, and CEO Jeff Curtis asked Charlie if she would step up and take over this role as a full time volunteer.

Charlie agreed. She had some experience working with small websites, but she had never even approached a site the size and scope of the festival's. And the Rose Festival didn't even have the website's .ftp password.

Charlie was left to work out the hosting and the content management on her own; eventually—over the course of three years—she swapped out all the code, re-did all the banners and replaced all the photos. She redesigned the navigation. She came up with a meticulous system for managing website updates and changes (which number in the hundreds weekly from January through June) via email. She added Google translate to every page, along with Facebook and Twitter add-to-share links. A news feature was added that offered permalinks for all news items, a boon for sponsors that want to link a dedicated URL. After the 2008 Rose Festival, the site was awarded a Silver Pinnacle Award.

Charlie's ability to maximize her social skills made it possible for the Rose Festival to continue its free web hosting and to add an interactive subscription calendar by offering to help beta the product for a young company while becoming fast friends with the principal. The same was true for the festival's Pinnacle Award-winning eNewsletter. Charlie's relationship with the young entrepreneur who owned the company enabled the Rose Festival to expand its number of subscribers and editions without expanding its limited budget. And Charlie has designed and produced the eNewsletter herself since 2008.

In managing the festival's information technology, Charlie mustered her money-saving resources—all based on personal relationships. Her own longtime computer tech rebuilt donated equipment for less than \$200 a unit, and the festival's staff existed for nearly three years on these computers and monitors—much of it vastly superior to the previous equipment. Charlie herself is the ultimate computer trouble-shooter, adding systems to the network, customizing and standardizing computer settings and constantly tweaking individual computers based on everyone's individual needs. She spends countless hours researching issues on line, and she writes her own tutorials and step-by-step instructions for herself, her tech helpers and staff users. At the Rose Festival website, the 'How To' section contains several of Charlie's tutorials: <http://rosefestival.org/howto/> Charlie is also the person who trains all new staff members on the use of Rose Festival's IT.

A conservative estimate of the money—hard dollars—Charlie has saved the festival over the five years of her work on the website and IT management is \$150,000.

### **3. Describe how your volunteer has provided significant enthusiasm, organizational assistance and specific expertise. (10 points)**

Charlie is a known quantity at the Rose Festival, at the office, among the board members and among the ancillary organizations that work with the festival, such as the Portland Rose Society and the Royal Rosarians. Her voice is the one heard reminding people during any major event that it's "all about the photo," as she snaps some of the festival's most important shots herself.

She writes her own news items for [rosefestival.org](http://rosefestival.org) and re-writes much of the copy provided by others. She formats and enhances her own photos, and she designs her own banners—both for the website and the eNewsletter.

And somehow she has managed to force her left-handed brain to embrace organizational skills she never knew she had in order to keep track of thousands of details, hundreds of passwords and pages and pages of web copy. She is a rare individual—someone who can combine the creative side of electronic media with the technical side.

Her personal charisma is as important as her technical expertise. People come before technology, and she is a care-taker of dozens of little known volunteers and contributors, making sure they have their team pins, they are given profuse thanks and they are made to feel welcome and important at festival events.

Charlie is a passionate and powerful member of one of the festival's most important teams, its Communications Team.

**4. Explain how your volunteer has shown initiative and leadership in his or her efforts. (20 points)**

Charlie's work with both the website and the IT over the past five years has been mostly self-directed; only the Rose Festival's Chief Operating Officer and Communications Chief—who also happens to be Charlie's sister—holds major influence over the myriad decisions and directions inherent in Charlie's roles. Charlie was the one who cracked the website code. Charlie was the one who cracked the .ftp password when it was 'lost' by the former employee who worked on the site. Charlie was the one who created the policies and procedures that would protect the festival's fragile equipment and bandwidth.

"I don't know where we'd be right now without Charlie's enthusiasm and energy," says Jeff Curtis, Rose Festival's CEO. "She has never refused a request or failed to rise to a challenge. She's a key member of our team."

**5. Tell how your volunteer has exemplified his or her dependability. (10 points)**

Charlie puts Rose Festival first. She treats it as both a vocation and an avocation, with more dedication than an average staff member or board member. There is no one to back her up, so she has to be the one on call. If the Rose Festival's computer system goes down or the phones need to be re-programmed so the office can stay open on the weekend, only Charlie can make sure these things are fixed.

As this is being written, Charlie has come to the office on her day off to fix a computer problem. This is one of dozens of times she's done the same, coming back from a vacation, getting out of a sick bed or re-scheduling her own appointments in order to fulfill her volunteer role.

Charlie's like an obstetrician with a constantly-enciente patient, always ready to deliver for the Rose Festival. And her most important tool is not her expertise; it's her willingness to try, and try again.

**6. Describe your volunteer's positive attitude. (10 points)**

She is Charlie Cheerleader, taking care of other volunteers, taking care of staff members, babying recalcitrant machines and stubborn code. On the rare occasions she says "No! It can't be done," she always reconsiders, finding a way to fix, create, manipulate or invent. Charlie's expectations are high, and she strikes both awe and occasional fear in lesser mortals.

She is a Pied Piper. Even computer experts want to learn from her, as she jury-rigs something into working, something that wasn't ever supposed to work in the first place.

**7. Describe how your volunteer has made a difference to the festival or event. What impact has your volunteer had on your festival/event? What void would there be without him or her as a volunteer? (20 points)**

Charlie's work has transformed the Rose Festival's information technology and electronic footprint. In just five years she has managed to make the festival independent of web companies and reduce its use of expensive IT consultants. She has saved significant dollars, while improving the working conditions of the staff and the features of the Rose Festival's website and social media. She designed the Rose Festival's two blogs, and two additional websites for smaller Rose Festival events, and did so much graphic design work and photo enhancement, it's impossible to quantify it all.

Her impact has been gradually realized as the Rose Festival has become more and more dependent on her ever-growing list of contributions.

But despite the incredible tangible effect Charlie's volunteerism has had on the Rose Festival, it's the intangible that would be most difficult to replace.

You can buy a new computer.

You can pay a company to design your website.

You might even be able to find somebody else to stand at the head of the Grand Floral Parade line of march and get everything in order ...

But you can't replace the spirit and the soul of the true volunteer, the one who treats a volunteer job like one that pays a million dollars.

"It's plain and simple," says Sue Bunday, Rose Festival President. "Charlie exemplifies the heart of this festival."

**D. ADDITIONAL INFORMATION:**

If your nominee is selected, we will need the following information for marketing the 2012 Volunteer of the Year. Please submit the following with your nomination. (Not required at time of nomination).

1. A photograph of the volunteer you are nominating.
2. A local media list (up to 15 contacts) in order for IFEA to send Press Releases to.

N/A at this time.