



International Festivals & Events Association

Zambelli
FIREWORKS

Charlie M. Clint
2012 IFEA/Zambelli Fireworks
Volunteer of the Year Award Winner
Nominated by the Portland Rose Festival Foundation
Portland, Oregon

Charlie Clint has been a Portland Rose Festival volunteer since the early 1980's. Over the years, she has not only played a vital role in the Rose Festival's Grand Floral Parade, assisting the parade manager relentlessly move entries to the start of the parade, but 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 through which, Charlie became the 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, including 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, and although she had some experience working with small websites, she had never approached a site the size and scope of the festival's.

Over the course of the next three years, Charlie was left to work out the hosting and content management on her own. She swapped out all the code, re-did all the banners, replaced all the photos and redesigned the navigation. She came up with a meticulous system for managing website updates and changes via email (which number in the hundreds weekly from January through June), and she added Google translate to every page, along with Facebook and Twitter add-to-share links.

The result of Charlie's work has transformed the Rose Festival's information technology and electronic footprint. 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. A conservative estimate of the money—hard dollars—Charlie has saved the festival on website and IT management is \$150,000.

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. 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.

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

"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."

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. Charlie is 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. On the rare occasions she says "No! It can't be done," she always reconsiders, finding a way to fix, create, manipulate or invent.

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."