

PEOPLE

Cindy Lerick

Cultural Festivals is a non-profit cultural organization, specializing in cultural special events that educate and entertain. Always searching for the next unique festival to present in St. Louis, they currently present and produce The Saint Louis Art Fair in Clayton, MO. The Saint Louis Art Fair is an annual celebration of the visual and performing arts featuring renowned artists from across North America and abroad. The event provides the public with the unique opportunity for interaction with art and artists and to become more educated about both the visual and performing arts. While the event naturally draws the traditional arts audience, one of the principle objectives for this event has been to develop a broader audience for the arts through diverse visual and performing arts offerings.



IN CONVERSATION

How did you get into events?

I have degrees in dental hygiene and exercise science, and three and a half years of civil engineering. I was a dental hygienist, then I went back for engineering. In college I spent a lot of time with runners so we ended up directing a lot of running races in the Minneapolis-St. Paul area. I realized I enjoyed all aspects of the event business: the feast and famine, chaos, odd hours. I realized that's where my strengths were and decided to make it a career path I wanted to follow. I have since managed events from Seattle to Fort Worth. Before moving to Cultural Festivals, I was the Executive Director for the Uptown Association and its art fair in Minneapolis, MN.

What has been your biggest professional challenge?

Balancing the politics of the environment and maintaining the integrity of the event and self.

What do you do to relax?

I enjoy working out, reading and shopping!

What's the best advice you've ever received?

Let them think it was their idea!

What is your personal philosophy?

Listen, and don't say no right away!

Years in the Business:

27 Years

Degree:

BA, Exercise Science; AA Dental hygiene;
1 qtr shy of Civil Engineering Degree

Last book read:

Girl in Translation

by Jean Kwok

Last business book read:

*The Oz Principle: Getting Results
Through Individual and Organizational
Accountability*

by Roger Connors, Tom Smith, Craig
Hickman

Cindy Lerick

Executive Director/President

Cultural Festivals

225 S. Meramec Avenue, Suite 105

St. Louis, MO 63105 USA

Phone: 314-863-4485

clerick@culturalfestivals.com

www.Cultural Festivals.com