DMS-0087-009.008.011

HEARTLAND HUMAN RELATIONS ASSOCIATION
P.O. BOX 1062 • LA MESA, CALIFORNIA 92041 • PHONE (714) 460-2744

To promote positive attitudes and actions that will insure respect, acceptance and equal opportunity for all people in the Heartland area.

April 19, 1974

CURE

Dear Folk-A-Fair Participant:

We are pleased that you are joining us for an afternoon of fun, fellowship, and an exercise in building better human relations in our community. We are eager to have all activities contribute toward this goal. It will help to make the Folk-A-Fair operate more smoothly, and be more effective, if participants will observe the suggestions given below and on the additional enclosed sheet.

Individual groups will be entirely responsible for constructing, decorating, and providing attendants for their booths and displays. Please read the suggestions on the accompanying sheet.

The assigned location for your booth or activity is indicated below. We have tried to comply with your preferences as nearly as possible considering the limitation of facilities.

* Jay Hopper and/or assistants will be on the Folk-A-Fair site by 9:00 a.m. Saturday morning. Persons arriving to set up booths should report to him at the entrance to the cafeteria for verification of location. A diagram showing all assignments will be available there.

Yours for better human relations,

Bill Hawks & Jay M. Hopper
Bill Hawks and Jay Hopper, Members
Folk-A-Fair Planning Committee

BOOTH LOCATION

You have been assigned to the Outside lunch arcade *

The space is appoximately 8 ft x 16 ft

SUGGESTIONS FOR CONSTRUCTION, DECORATION, AND OPERATION OF BOOTHS

FOR THE HHRA FOLK-A-FAIR, APRIL 27, 1974

Attractive booths and enthusiastic attendants will contribute greatly to the atmosphere of our Folk-A-Fair. We are briefly describing the principal facilities available, and giving a few practical suggestions for the construction and operation of the booths. We are sure that your own ingenuity will result in some unique creations.

Groups assigned indoors will have an ample number of cafeteria tables (3 ft. X 3 ft.) for arranging displays. Folding chairs are also available. Broom sticks, transom poles, etc. might be tied or taped to table legs to provide standards for signs and decorations. Large cartons, single or in stacks, covered with wrapping paper or fabrics, can make attractive display areas. Provide yourself with construction tools and materials such as sissors, wrapping paper, tape, string, felt marking pens, etc. for putting your booth together.

Groups assigned outdoors will be primarily in a covered lunch arcade, with a permanent row of benches on each side. Card tables, camp tables, plywood sheets on saw horses, etc. brought from home can be used for displays or sales activities. A limited number of cafeteria tables (3 ft. X 3 ft.) can also be used outdoors. A sturdy cyclone fence along the back of the arcade will provide an anchor for sheets, tarps, etc for partitions or display areas.

It is very important that groups identify their booths and displays. This means signs. Signs should indicate the group and the nature of the exhibit or activity. And remember, if signs are to be seen, they should be high enough to be seen over the heads of people. Outdoor signs and decorations should be planned with the idea that they might have to withstand the wind.

Groups which sell food should be as "self-contained" as possible. The cafeteria kitchen will not be available. A sink with running water is available in the teachers' dining room adjacent to the kitchen. As much preparation as possible should be done in advance. Camp stoves or barbeques should be used for heat in the outdoor booths. Electrical outlets are available in the cafeteria, but electrical appliances should be limited to avoid overloading circuits.

Any groups which have items for sale should be sure to provide money containers and an adequate supply of change. If possible to calculate the profits immediately following the Fair, the group representative should see that the twenty percent share for HHRA(of net profit) is paid to the treasurer who will be available to receive the funds. If the profits cannot be calculated immediately, the groups should see that HHRA receives its share as soon as possible thereafter.

All groups should plan to dismantle and remove all booth materials after the event. Be sure all display items, props, etc. are returned to the proper persons. HHRA cannot be responsible for items left unclaimed.

1972-73 CURE BOARD MEMBERS

CURE Office 3386 30th St. SD 92104 295-5800 (9-12 M-F)

Crane, Loch	5950 Avenida Chamnez	LJ 92037	454-5950 res	234-1881 bus
Emerson, Jane	4727 Del Monte	SD 92107	223-8998 res	
Fox, Gerald	3177 "A" St.	SD 92102	236-1162 res	236-0070 bus
			236-1164 res	
Franklin, Calvin	6215 Dorothy Dr.	SD 92115	582-1063 res	277-5900 x 1713 bus
	GD Electro Dynamics P O Box 127 - Mail Zone 7-14 SD 92112			
Gilloon, Virginia (Sec)	4219 Haines	SD 92109	274-6583 res	
*Heyer, Roberta (V-P)	1255 Wren St.	SD 92114	262-6624 res	
Hoskins, Alice	4052 Brant St	SD 92103	295-8369 res	
Jennings, Frank	7915 La Mesa Blvd	LM 92041	469-0769 res	299-4681 x 471 bus
Kelley, Jean	7947 Wetherly	LM 92041	465-7422 res	299-8391 bus
McGuire, Joe	1448 Thomas Apt "A"	SD 92109	272-3626 res	
McKern, Viola	3023 Washington	LG 92045	469-2777 res	
Oliver, Mary Eunice	2151 Emerald	SD 92109	273-4477 res	
Robinson, Keith (Pres)	5376 Mt. Alifan Dr.	SD 92111	279-2106 res	278-6110 x 32 bus
Shanor, Dick	Rm 502 520 "E" St	SD 92101	460-0914 res	234-3158 bus
*Strauss, Anita	7887 Revelle Dr.	LJ 92037	453-1998 res	
*Bloom, Marty	5935 Waverly Ave.	LJ 92037	459-7161 res	232-7597 bus
**Margolis, Melba	3027 Admiral Ave.	SD 92123	277-4983 res	
*Swift, Shuf (Treas)	3910 Alicia Dr.	SD 92107	223-8602 res	286-5211 bus
Lloyd, Dorothy	2615 Loring St.	SD 92109	273-2496 res	272-9449 res

*Education Committee ** Education Chairman

HHRA Folk-A-Fair
Schedule for 4/27

Opening 1:00 – 3:00	3:00 – 5:00	5:00 – 7:00
✓ Martha	✓ Jane S. 274-0178	✓ Shirf
~~Hi~~	✓ Virginia	Joe (?)
✓ Barbara C.		
	Mrs. John Leib cook (to 7:) 273-9498	Phyllis cook
~~Jane E. cook~~	Melba	Bertha
Mrs. Pfadenhauer cook 264-2448		

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March 11, 1974

Dear Martha,

You have indicated to me that you are interested in participating in the Folk-A-Fair celebration for the fifth anniversary of the Heartland Human Relations Association. We certainly appreciate your organization's desire to share in our time of fun, fellowship and celebration of five years of effective human relations activity in the Heartland area.

We are providing an information sheet and a "Notice of Participation" form. Please complete this form to confirm your organization's acceptance of the opportunity to participate. If you desire to offer more explicit information, please use the reverse side of the form.

We intend to maintain a "County Fair" type atmosphere with booths for exhibits and food. We will have a central outdoor stage for continuous entertainment. We will also have areas in the cafeteria and certain classrooms for events that must be held indoors.

If your organization plans to furnish entertainment, you will be notified of your time of appearance as soon as we have received all of the necessary information from the "Notices of Participation".

Please return the "Notice of Participation" form as soon as possible so that we can proceed with our planning.

We are looking forward to the opportunity to share with you in our Folk-A-Fair.

Sincerely,

Connie

Connie Kuhn, Chairperson
Folk-A-Fair Community Participation

We are still of the opinion that a Soul Food Booth plus sales of your Cook Book would be a great promotional and sales gimmick. But we want you to participate in whatever way you choose — Just Join Us!!

Connie

Form returned 4/5/74

Exhibit, food, + Cbks

Cornbread E
Alfajores D
Halishkes E
Breakfast D
Tubs
Banana bread
Honey cookies D
Empanadilas A
Pumpkin A corn muffins B
Pronovost D
Kaleuria D

Joe
Hi
Virginia
Jane S.
Barbara
Chuck
Martha
Booth

A – 2
B – 2
D – 4
E – 2

Ham, cheese, chicken & tuna
pork, shrimp, bean pots
banana br. + corn muffins
3 cookies + breakfast bars
sausage – ham
ground beef – cabbage

Jane E
Bertha

literature
cook-books
food?

INFORMATION SHEET FOR PARTICIPANTS IN HHRA's COMMUNITY CELEBRATION

(Note: Keep this sheet for reference. Call 460-2744 for additional copies)

NAME OF EVENT: "Folk-A-Fair"

DATE & TIME: Saturday, April 27th
1:00 to 7:00 p.m.

PLACE: Helix High School cafeteria and outdoor lunch area.
(Enter from University Ave. Keep right to faculty parking lot)

PURPOSE: To celebrate the 5th birthday of Heartland Human Relations Association by uniting for a time of fun and fellowship, and to recognize the contributions of various human relations groups to our community.

FOR WHOM: All persons of good will, but especially for those individuals and groups who wish to share their cultural interests in music, dancing, food, art, crafts, etc.

FORMAT: The occasion will follow the general pattern of a "County Fair". There will be booths for exhibits of various arts and crafts which may be sold. Specialty foods of various cultures will be on sale, and will be sufficient to serve as a meal. There will be more or less continuous entertainment on the outdoor stage consisting of music, dancing, and other specialty numbers with various cultural flavors. Door prizes will be awarded periodically throughout the afternoon and evening.

GENERAL RULES AND INFORMATION:

1. All participants who wish to exhibit, sell, or perform, must submit a "Notice of Participation" as soon as possible, but not later than April 15th. (A "Notice of Participation" form accompanies this sheet. Additional forms may be obtained by calling 460-2744).
2. There will be space for both indoor and outdoor booths. Indoor booths will be located in the cafeteria, and outdoor booths in the outdoor lunch area. All participants will be responsible for constructing their own individual booths. Cafeteria tables will be available to use for exhibits and displays for inside booths. A covered lunch arcade, with benches, and backed by cyclone fencing, may be used for constructing outside booths.
3. The cafeteria kitchen will not be available for preparation of food. The teachers' lunch room, with sink and running water will be available for incidental use. Because of special problems of distance and overload of power circuits, those persons operating food booths should not rely on electrical appliances except where absolutely necessary. It is suggested that camp stoves or barbecue grills be used for heating. Those persons planning to serve hot foods should consult a member of the planning committee prior to making final arrangements. (Bill Hawks 466-3695 or Jay Hopper 286-9836)
4. All participants operating booths shall be responsible for furnishing their own props and decorations, and for persons to operate the booths. Booths shall be ready by 1:00 p.m., and the operator must remove all props following the close of the affair.
5. Regulations require that all proceeds from sales at this event be for non-profit organizations. Each organization making sales should see that the operator is furnished with money receptacles and an adequate supply of change.
6. All participants who sell goods of any kind must agree to pay HHRA 20 percent of their net proceeds. (This to cover only the actual overhead expenses of the affair). Each organization should calculate the amount due HHRA and submit it to the HHRA treasurer as soon as possible. The treasurer will be available immediately after the event for those organizations who are able to make payments then.
7. A public address system will be available on the outdoor stage, as well as inside the cafeteria. A record player will also be available. (No outdoor lighting will be available. Activities will cease at dark).