

## INDIVIDUAL PROJECT/ PROGRAM/ EVENT:

**Note: Any program since last year's deadline is eligible.**

**Category: (Please circle or highlight the category for which this program is being submitted.)**

- Women - Education - ~~Community~~ - International - Cultural - Diversity - Public Policy

**Title: WHAT'S NEW FAIR**

Part I:

**Other community groups involved**, if any (list):(5 points) Jamestown Community College, "Loose Ends" Food Service, area High School Honor Societies, Jamestown Dept. of Youth Services (YES)

**Number of members involved in planning or putting on** the program (5 points) in planning - 26,  
putting it on - 50

**Number of nonmembers involved** in the program (5 points) approximately 200--people working merchant booths, high school students, college maintenance & sound system staff, cafeteria staff

**Number of members who attended or benefitted** (5 points) 50

**Number of nonmembers** who attended or benefitted (5 points) approximately 2000

**Number of new members** who joined (if any)(5 points) 9

Part II:

**Describe** your project/ program/ event in 75-150 **words**. Be sure to include:

how the project addressed AAUW's **mission** (15 points)

**branch goals** in doing this program (10 points)

**specific action steps** in planning this program (15 points)

steps taken for **community visibility** (Attach newsletter and newspaper articles.)(10 points)

measurable **impact on the community** (10 points)

**lessons learned** for future programs/ projects/ events (10 points)

**Attach copies** of newsletter and newspaper articles about this project/ program/ event.

(No more than 4 pages maximum)

**Mail or email** the original of your entire application with supporting materials to:

- Peggy Kelland, AAUW-NYS Program Vice President

- 13 Susan Lane, Poughkeepsie, NY 12603

smkell45@aol.com

**2010 21<sup>st</sup> Century Award Application  
Individual Project – Jamestown Branch  
What's New Fair (WNF)**

**The 54<sup>th</sup> annual AAUW “What’s New Fair” (WNF) was a 2-day event held on the Jamestown Community College (JCC) campus, on Nov. 14 & 15 with 61 area merchants displaying & selling their merchandise in the “Fair” atmosphere. 9 new members joined AAUW at the WNF.**

**The WNF addresses our *Mission of advancing equity for women and girls through education*. The *Goal* is to raise money to provide scholarships to women at JCC, enabling them to transfer to 4-year colleges to further their educations. The WNF unites & energizes AAUW members, the community, & the college toward that goal.**

***Specific action steps:* WNF Co-chairs secured merchants & established 11 committees who organized their specific WNF areas. Committee chairs met together in Aug. & Oct. In Sept., each Branch member received tickets to sell & posters to distribute. Scholarship criteria & procedure was up-dated. Calling committee contacted members and area youth groups to work. Yard signs were placed in Oct. Live radio interviews and ads featured AAUW and WNF. Spaces were marked & booths set up the day before the WNF.**

**Intense publicity provides *Community Visibility* with strategically placed bright yellow/red yard signs (18”x24”) and posters (11”x17”), plus extensive radio, newspaper, local TV, and email networking coverage.**

***Impact on the community* includes: \$8987 raised & 8 young women able to further their educations through \$1000 scholarships and 1 with a \$500 athletic scholarship. JCC benefits from the community experiencing their campus. Merchants report increased sales. Media gains contacts by exposure to new businesses. Women in business have AAUW support. Individuals feel they share in providing scholarships. Community knows AAUW through the visibility.**

**Many *lessons have been learned* through the WNF: leadership development & mentoring of new leaders, teamwork, organizational skills, media contacts & small business collaboration.**

## Standing Out in the Crowd



# JHS Senior Finds It Hard To Break Good Habits

BY DAVE EMKE  
demke@post-journal.com

With her strong work ethic and upbeat personality, Jamie King-Prunty leaves an excellent impression on everyone she meets.

Jamie, a senior at Jamestown High School, is the daughter of Melody Prunty-Sanders and the granddaughter of Mary Clements. She was nominated to Standing Out In The Crowd by the Jamestown Branch of AAUW, for whose What's New Fair she volunteered Nov. 14-15.

Jamie impressed by working multiple shifts in the fair's Gingerbread House and organizing her friends to assist vendors returning their products at the end of the fair, AAUW members were impressed by her making their nomination. Jamie said she became part of the fair through her involvement with JHS' National Honor Society, but it wasn't just the need to fill a requirement that got her out that weekend.

"I love volunteering anyway, so (JHS) just kind of makes it easier for me to find places to volunteer," she said. "I just really enjoy helping people and donating my time — I try to make everything fun, because I like to have a lot of fun."

The What's New Fair was far from Jamie's first experience with volunteer work. An active member of Emmanuel Baptist Church, Jamie was involved with starting the church nursery and serves as Mistress of Ceremonies for many of the church's events and programs. She has worked for several years at the annual Juneteenth Celebration and recently began helping Angel Food Ministries with its food distribution.

"It starts around 5 in the morning, but I'm a morning person anyway," she said.

THE POST-JOURNAL, Jamestown, New York — Mc

## Crowd

From Page A-1

"They say it's hard to break bad habits, but it's kind of hard to break good habits, too," she said.

Jamie is also a track star at JHS, and that distinction runs in the family. Her mother, now a member of the Jamestown Police Department and the school resource officer at JHS, currently holds the school record for the 400-meter dash. Jamie hopes to change that by the time her high school career is over.

"It's going to take some work, but I'm putting in the work and doing everything I need to do," she said, adding that she also hopes to follow her mother's footsteps to compete in the national competition. "Even if I do fail, I won't think of it as a failure. It would be so amazing even I could just touch No. 2."

Jamie's mother is very supportive of her daughter's attempt to take her name out of the record books, Jamie said.

"She thinks I can do it," she said.

Another goal for Jamie this year is to help break the school's 4-by-400-meter relay record which she and her teammates set last year. Joining the cross country team helped with her training, she said. She was No. 4 on the squad this year, in her first season with the group.

Currently being recruited by Division I schools for track, Jamie said she is seriously thinking about colleges including Alban Binghamton, Colgate and Delaware. She plans to study pre-med wherever she ends up, and she currently job-shadowing with a pediatrician at Jamestown Pediatrics.

"I'm always been sort of connected with science," Jamie said. "It's just always interested me, how stuff works and why things are the way they are. ... I was stuck between wanting to be a lawyer and a pediatrician and I really like kids, so I decided to go pre-med."

# AAUW offers special priced memberships

The Jamestown Branch of AAUW — formerly known as the American Association of University Women — will be offering a 37 percent discount off the annual dues of \$66 at this year's What's New Fair. The 54th annual What's New Fair is being held today from 10 a.m. to 5 p.m. and tomorrow from 10 a.m. to 4 p.m. at the Jamestown Community College Hamilton Collegiate Center. The annual fair supports scholarships awarded to JCC female graduates going on to obtain four-year degrees.

Since 1881, AAUW has been the nation's leading voice promoting education and equity for women and girls. It is a nationwide network of nearly 100,000 members, 1,000 branches and 500 college/university institution partners. For more than 127 years, AAUW members have examined and taken positions on the fundamental issues of the day — education, economic and political. AAUW's voice has long influenced legislative debate on critical social issues such as education, equal opportunity, civil rights, reproductive choice, affirmative action, Title IX, workforce, child, vocational education, family, and medical and health care reform.

The Jamestown AAUW branch organized on Oct. 8, 1921, when 25 college women from the Jamestown area met at the high school library to form a local collection of members. Eight days later, on Oct. 13, 1921, they held their first "regular" meeting, electing officers and appointing a committee to write the constitution. From the very beginning, the Jamestown AAUW branch raised money to support local women who wanted to continue their education. The first event was an "entertainment held April 1, 1922." It netted \$200. Initially the fund provided loans "expected to be paid back at the recipient's convenience."

For the past 54 years, the local branch has produced the What's New Fair. At first, the fair was held in the Crystal Ballroom at the Hotel Jamestown. Local merchants displayed their new goods for the Christmas season. No sales were made, but customers could see what would be in the stores for that year's shopping season. The fair has now evolved into an event with more than 60 merchants, displaying goods and services from jewelry and clothing to food and blinking ball caps. In the last 53 years, the Jamestown AAUW Branch has generated more than \$250,000 in

scholarship money for over 300 local women.

Throughout the year, the Jamestown AAUW Branch holds monthly meetings on a range of topics. Past programs have covered such subjects as child abuse, domestic violence, Alzheimer's disease and powering one's memory, as well as social get-togethers and a newly formed book group. The branch also holds another annual event for young girls — Get In The Game. The young participants rotate among eight different sports, learning how to be team players and increasing individual self-esteem.

To be a part of AAUW and the effort to help women gain higher education and economic security, anyone who has a two-year degree or higher can join for the annual dues of \$66 (or \$41.50 at the fair). AAUW seeks a diverse membership. There are no barriers to full participation in AAUW on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class. By joining AAUW, a member belongs to a community that breaks through educational and economic barriers so that all women have a fair chance. Visit the AAUW membership booth at the What's New Fair to learn more and to become an AAUW member.

# Looking A Lot Like Christmas

Post-Journal  
Nov. 15, 2009



Carly Martone, fl., alongside Ann Swanson, a longtime *Post-Journal* columnist, make a sale during Saturday's What's New Fair at Jamestown Community College.

P-J photo by Rich Place

## What's New Fair Lights Up JCC For 54th Consecutive Year

BY RICH PLACE  
rplace@post-journal.com

Outside of the Hamilton Collegiate Center at the JCC campus on Saturday, the sun was shining, people were walking around without jackets and the temperature made it seem like September.

Inside, however, it looked like December.

With Christmas music playing and the smell of gingerbread hovering in the air, shoppers were getting into the holiday spirit during the AAUW's What's New Fair, which began on Saturday and continues today. For 54 years, the event has provided unique items from local merchants while supporting the local chapter of the AAUW, which helps raise scholarship money for JCC women going on to four-year schools.

"Things have been wonderful so far," said Maggie Irwin, co-organizer of the event, on Saturday. "One woman said to me that this is the best year ever because she bought everything she needed. I think we have a good mix this year."

Even Santa Claus was making an appearance at the fair, where vendors were selling their one-of-a-kind gifts, from maple syrup treats to Christmas cards to Scandinavian imports. Gerry Vacanti of Peaceful Designs from Fredonia was one of the vendors at the event and was



Shoppers at the What's New Fair try maple products from Gustafson's Maple Country USA on Saturday.

P-J photo by Rich Place

selling her products: homemade Christmas cards she designed. At only 11 years old, Miss Martone sells her cards at a variety of craft shows throughout the year. This is her second year at the What's New Fair, and she said business was "good" on Saturday.

"I was at a craft show with my

two walked out with maple cotton candy among other items.

"It was nice to look at all kinds of things," said Ms. Hulings.

The What's New Fair began in 1956 as a way of allowing area merchants and vendors to showcase their "new" products and services. Over the past 54 years, the What's

# New Old Merchants Meld In Annual AAUW Fundraising Event

By [Name] Staff Writer

In recent years, Black Friday has marked the unofficial start to the Christmas shopping season. In some cases a chaotic is frenzy, shoppers wake up extra early to grab some of the best deals of the season.

For 54 years, however, the Jamestown branch of the AAUW has offered a calmer and more community-oriented way of getting a jump start on Christmas shopping nearly two weeks earlier at the What's New Fair.

Since beginning at the Crystal Ball room at the Hotel Jamestown in 1956, the What's New Fair has offered a great way for area merchants and vendors to showcase their products and services in a location that will be at the Hamilton Collegiate Center at the JCC campus where the fair has been held the past four years.

"It's called the What's New Fair because the merchants that what we sell to the community season," said co-organizer Mag-

shop at the store themselves. There were quite a bit of different department stores here back then, in so they had a lot of modeling and things like that.

Now it has evolved into a fair, and this year we have 60 merchants.

In addition to being a convenient one-stop shop for those picking out the perfect Christmas gift — or maybe a little something for themselves — the What's New Fair also serves as a fundraiser for the AAUW to raise scholarship money for JCC women who are going on to four-year schools.

"This is a great way to introduce us to some new people and support a good cause at the same time," said Lynn Trathen, owner of Fabulous!, a ladies fashion and accessory store in Lakewood. This will mark the first year she has participated in the fair, and plans on using the "what's new" theme to showcase some new products she is selling at her store.

"We have four or five years of experience in the community," Trathen said, "and I'm interested in seeing what every-

one else has to share, as well as helping merchants to sell more.

Fabulous! is one of the many new merchants at the What's New Fair this year. In fact, Ms. Irwin stated that about 36 percent of the 60 vendors are brand new to the fair, a statistic that is abnormally high compared to prior years.

"It's unusual for us to have so many new merchants," said Ms. Irwin. "I don't know if it was because of the economy but many of our older merchants said they couldn't do it this year and they would have to wait until next year. In the four years I've been doing this, we usually have the same people year after year with different things."

If 36 percent of the merchants are new, however, that means nearly two-thirds are returning vendors, including many seasoned veterans who have been participating in the fair for decades.

Viking Trader, an area gift shop that specializes in Scandinavian imports and has a year-round Christmas room, has had a booth at the fair for 34 years.

"I'm probably the one that takes the longest to set up and the longest to break down," said Gale Swenson-Campbell, owner of Viking Trader. "I try to make it the best I can make it, so we have a lot of little ornaments, Christmas cards and things people need coming into the Christmas season."

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**What:** What's New Fair

**When:** Saturday, Nov. 14 from 10 a.m. to 5 p.m. and Sunday, Nov. 15, from 10 a.m. to 4 p.m.

**Where:** Hamilton Collegiate Center, JCC

**Cost:** \$3 for adults, \$2 for JCC/JBC students and \$1 for children 6-12

Gale Swenson-Campbell of Viking Trader is one of the What's New Fair's longest running merchants, as her business has made an appearance at the event for 34 years.

another shopper at the fair, and it has turned into a positive annual event for his maple business.

"We thought it would be great exposure and it turned out to be pretty good for our sales, too, which we didn't expect," said Gustafson. "We thought it would be more of a thing where we would be promoting our product more."

Kennedy-based J.C.'s Catering shares a similar story. Owner Robert Cross has been bringing the business' breads, cinnamon rolls and other treats to the fair since 1988.

"I've always been interested in seeing what every-

to promote ourselves, but since it's really been a profitable weekend. We have established a reputation and it's always nice to put out something new that we may be doing."

While the results from most of the merchants who participate in the fair come back positive, the past decade has been a bit of a chaotic period for the event's organizers. After hosting the event at the Hotel Jamestown for years, the What's New Fair moved to the Armory, which served as the fair's home until 2001, when it became an annual event at the JCC campus.

See WHAT'S NEW, Page E-5

## AT WHAT'S NEW FAIR THIS YEAR