

FESTIVAL

FROM A1

he feels a sense of commitment to follow through on the proposal and help to make the event a success.

"There's an awful lot of people involved in this," Ballwahn said. "You don't want to let them down."

Organizers have ambitions to grow Sun Drop Dayz into a tourist attraction on the scale of jumbo-sized events that draw crowds every year to other communities in the region.

For now, however, they

HOW TO HELP

For information about volunteering at the Sun Drop Dayz festival, submit your name online at www.sundropdayz.com.

are pouring all their energy into making sure the festival's first incarnation goes off without a hitch.

Shawano City Clerk Karla Duchac, another volunteer, said she is helping the current Leadership Shawano County group because she wants to demonstrate that Shawano is capable of producing a major community festival just

like Appleton and others nearby cities. Duchac said she is happy to see months of planning starting to gel into a cohesive blueprint.

"It is coming along very well," she said. "All of us are more than willing to put in the extra time."

The core planning group includes about two dozen volunteers who have divided up the work into specific areas, including logistics, security, fundraising and marketing, among others. Committees focused on each area meet every week, and the oversight organiz-

ing group meets every two weeks.

The group gathered March 28 around a conference table inside the Sun Drop Soda museum to pore over their plans with maps, binders and, yes, plenty of cold Sun Drop on hand. On the agenda for the day were such issues as hiring private security, renting portable restrooms, promoting the festival on social media, and choosing which brands of beer to offer for sale.

Dan Hartwig, president of Sun Drop bottler Twig's Beverage Inc., said

he is pleased to be lending the Sun Drop name to the event. Hartwig and his family also are working with organizers to make it a success.

Hartwig said he envisions Sun Drop being part of the festival into the foreseeable future.

"I think it'll be good for the community — everybody working together for a good cause," he said.

Proceeds of the festival will be shared with nonprofit partners that this year include the Boys & Girls Club of Shawano and Junior Achievement of Wisconsin-

Wolf River Region.

Organizers believe planning for the event in subsequent years will get a little easier, as volunteers build on the experience they are gaining this year.

Crawford, the chamber of commerce's program manager for Leadership Shawano County, said she expects some of the same volunteers will be back next year, especially if the inaugural event is a success.

"Something tells me there will be a lot of familiar faces around the table again," she said.