

Cupertino Art and Wine Festival
CARES Booth Critique
September 10, 2000

What worked

- Lots of people walked by
- All CARES members participated as planned
- The location was better this year – nice and shady
- Marsha had a hands-on demo – how to shut off your gas value in the event of a disaster
- Several CARES members were actively handing out CARES flyers
- We saw many inactive members stop by

What didn't work / Do different?

- Not a lot of Cupertino citizens. This is not a big event when compared to other cities.
- Ran out of flyers (see item above).
SUGGESTION: If we plan on roving through the fair handing out fliers, we need to make sure we have plenty to go around.
- We had a problem with power interconnects
SUGGESTION: schedule training on general power concepts, battery backups, etc. Set up a session on hand-on response kits
- Could have used more activity on the radio for traffic. It was pretty quiet.
SUGGESTION: pre-record radio traffic. Encourage other members to generate radio traffic for the booth. Encourage casual traffic during the fair.
- Need some kind of attraction for the booth
SUGGESTION: set up an HF station for the public to hear, ATV demo's, packet demo's