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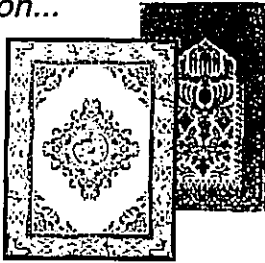
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Ringleaders

They orchestrate good

MANAGEMENT, they say, is everything, and such is the case with Birmingham's Winter Carnival, where clear-sighted leadership can make the difference between a big success and a flop. Standing out among the many volunteers who have donated their time to this year's event are three members of the carnival's steering committee who have gone the extra mile to make 1983 a year to remember.

Among them, Shirley Bryant Chadwick, Coco Slowert and Pat Hochstein have put in many hours of effort to ensure the carnival's success. All three are members of the Winter Carnival Steering Committee and they're all involved in some aspect of promoting the carnival through effective communication.

In years past, the Winter Carnival was to a large degree the responsibility of Carol Marsh, an assistant community education specialist for Birmingham Schools. Marsh spent hundreds of hours planning events and organizing local service clubs and other groups. The merging of two community education departments resulted in the cuthack of Marsh's position, however, and she has since moved on to other things.

REPLACING HER is the steering committee, which is made up of representatives from throughout the community.

Pat Hochstein, a community relations specialist for Booth Communications, feels that the steering committee has sim-

plified the operation of the carnival by delegating responsibility to local groups.

"Each individual activity is run completely by a sponsor and of those sponsors, each is likely to have at least five or ten people working on the project," she said.

Working her first year on the carnival, Hochstein's responsibility lies in promoting the event as publicity chairman. In the process, she has familiarized herself with dozens of people who are volunteering their assistance.

Shirley Bryant Chadwick, coordinator of Birmingham Community Education, says that her efforts this year have been in fostering a greater sense of commitment between the various groups which sponsor events for the carnival. She feels that the ultimate purpose of the carnival is to "bring people and agencies together."

CHADWICK POINTS with pride to the Birmingham Interagency Committee as another example of community cooperation. The committee is made up of 28 local service groups, businesses, outreach centers, schools and civic organizations. She said that the resources of the interagency committee played an active role in finding sponsors for carnival events.

Chadwick's work on the carnival has been as communications chairman, a position she shared with Bob Knox, who is also a member of community education. "We sent out letters to all of the businesses, churches, schools and service clubs on our

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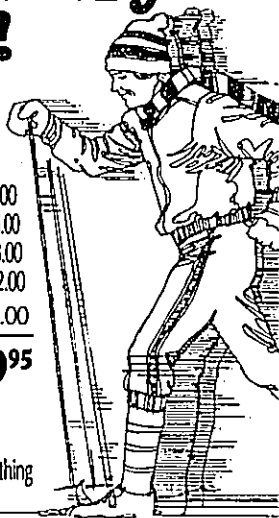
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