



International Festivals & Events Association

Marleen Pedroza, CFEE 1994 IFEA Hall of Fame Inductee Formerly of Fiesta San Antonio



Marleen Pedroza was honored, grateful and overwhelmed upon learning of her induction into the Hall of Fame.

“When I think of all the great folks who are such a vital part of IFA and the international festival community, I guess I am mostly humbled by being selected to the Hall of Fame,” she said.

Pedroza began her career as an Administrative Assistant with the Fiesta San Antonio Commission in 1974, becoming Executive Vice President in 1983. She has judged numerous parades including the Tournament of Roses and served in leading positions for San Antonio’s Alamo Dome Grand Opening and 1993 Olympic Festival. During her 1990 IFA Presidency, Pedroza helped turn IFA into a truly international organization when she appointed the first *ex officio* international board members.

“I feel this was a major step towards improving international communication within IFA,” she said.

Pedroza has devoted much effort to making the unique 103 year old Fiesta San Antonio internationally known. Fiesta brings people together from all walks of life and various cultures in one big celebration of San Antonio’s rich and diverse culture. It’s that spirit of unity through the celebration of diversity that she has brought to the IFA community.