



International Festivals & Events Association

Max Colwell (D) 1994 IFEA Hall of Fame Inductee Formerly of the Pasadena Tournament of Roses



Max Colwell served as Executive Secretary and Manager of the Pasadena Tournament of Roses for 21 years. When he retired in 1974, he was named Manager Emeritus. According to IFA members who knew him well, Colwell, IFEA's 1969 President, would have been honored.

"We all admired and learned from Colwell," said Carolyn Crayton, CFEE, Executive Director of the Macon, Georgia's International Cherry Blossom

Festival.

"Colwell was a quiet person, but he knew absolutely everything that was going on," John Geisler added.

Jo Hauck, 1992 Hall of Fame inductee, said Colwell was her mentor, naming her the Tournament's first woman parade judge, and emphasizing to her that volunteers were key.

"Max had been in the business so long that he was a big help to everybody. He'd always take a call from an IFA member," Hauck said.

"He was a highly respected man, one of the early pioneers in festival management," said Jack French, Executive Director of the Tournament of Roses.

Colwell began his career as a high school journalist who was assigned to cover the Pasadena Festival. A newspaperman for 25 years, Colwell used his experience to help develop today's major world-wide media coverage of the Rose Parade. He also pioneered network telecasting of the Rose Bowl.

Editor's Note: Max Colwell passed away in 1978