



International Festivals & Events Association

**Clayton W. Hannon
1997 IFEA Hall of Fame Inductee
Portland Rose Festival**



Clayton W. Hannon, 10 years removed from his tenure Directing the Portland Rose Festival, was surprised at his receipt of IFEA's top honor. "To be selected in any manner by your peers, and in this case former peers, is indeed a very great honor."

Hannon's event career has been truly exemplary. The onetime sports journalist joined the Portland Rose Festival in 1969, became Executive Manager in 1971, and over the next 16 years, helped raise the festival from a struggling, financially weak event to one of international stature. He served as IFEA President in 1974 and co-founded Purdue University's CFEE

program in 1980.

In his 30 years of association management and related duties, Hannon has watched events multiply in both number and sophistication, and sees IFEA's role as helping managers continue to keep pace in an evolving industry.

"Changing times and demands on people's and companies' time and resources will provide special events even greater challenges and opportunities in the coming years," predicted Hannon. "IFEA needs to stay ahead of the wave and provide the leadership to meet these needs and desires."

Since retirement from the Portland Rose Festival, Hannon has worked with the Oregon Association of Nurserymen (OAN) earning the OAN Special Service Award and Political Awareness Award.