



**Sue Twyford (D)**  
**2003 IFEA Hall of Fame Inductee**  
**Formerly of The Twyford Group/SunFest of Palm Beach County**



Sue Twyford's career and life blended together through the lives that she touched. Professional peers and friends alike, were drawn to Sue's sharing nature, and they always came away better from having known her.

Twyford's expertise in sponsorship came mostly from personal trial and error, developing "hands-on" concepts and techniques before more formal sources of information existed. She willingly and anxiously shared those with her peers at many IFEA conferences and conventions.

"Her ideas on sponsorship retention, over-delivering, promising the moon and delivering the universe, etc., are something that many IFEA members use today because of a Sue seminar," shared former IFEA President Bruce Skinner.

As the Executive Director for 11 years of SunFest in West Palm Beach, Florida, Twyford's leadership, vision and professionalism transformed a relatively small local celebration into Florida's largest music, art and waterfront festival.

Many ideas created by Twyford, such as free admission and free activities for children, a great mix of quality national and local entertainers, Friday night fireworks, and a site plan fully using the waterfront location, are still vital to the success of the event today.

Additionally, Twyford established SunFest as a major force in the area's cultural, political, and charitable landscape. A downtown park named after SunFest, an endowed chair at the community college, and students attending college on SunFest scholarships are all part of her legacy.

Twyford stepped down from her position at SunFest in 1996 to become a full-time mom to her sons. But through her company, The Twyford Group, she continued to be active in the industry and in many local charitable causes and events.

To the sadness of the SunFest and IFEA families, Twyford passed away this past year. But her love for and expertise in the festivals and events industry continues to be shared by everyone whom she touched, and we are all better for it.

Editor's Note: Sue Twyford passed away in 2003.