



International Festivals & Events Association

RON SIMPSON **2007 IFEA Hall of Fame Inductee**



Ron Simpson has built a career helping to entertain thousands of people in any way, at any time!

Ron founded RCS Productions in 1982 and to this day serves as its President. RCS Productions evolved out of Ron's hobby as a Disc Jockey. At the time, Ron owned and operated Atlanta Rubber Company. By day he was marketing industrial rubber products such as conveyor belting and specialty gaskets in the Atlanta metro area and on weekends, spinning records for weddings, corporate and special events.

In the early 80's, Ron assisted with concert events at Stone Mountain Park. When the opportunity arose to give Ron a leadership role providing concert entertainment there, Stone Mountain Park became RCS Productions' first major client.

Ron was also instrumental in shaping the entertainment portion of many events at Stone Mountain Park including Taste of the South, Spring Fest, Stone Mountain's Memorial Day, July 4th Celebration and the Yellow Daisy Festival among others.

In the early days, RCS booked regional and national talent, but eventually made the foray into providing production services, making the entertainment and technical portion of an event seamless for their clients. This vision and growth helped transform RCS Productions into one of the largest festival and special event entertainment companies in the South, today.

In the late 1990's when communities around Atlanta were in the midst of downtown redevelopment, a number of them were interested in performing art spaces. Ron consulted with these communities on their vision and goals for these spaces, and made sure that they incorporated best practices and industry standards in the development of these facilities. Today, Town Center Park in Suwanee Georgia, the Duluth Festival Center complex and the Villages Amphitheater in Ron's hometown of Fayetteville, Georgia, all stand as testament to Ron's guidance and are enjoyed by hundreds of thousands of people each year.

Today RCS Productions produces over 125 concerts a year, working with national talent in all genres producing for festivals, radio shows and special events throughout the country. From the Olympic Games in 1996 to the Kingsland Catfish Festival, Habersham Bank Homecoming to include KICKS Radio Country Fair and the Marietta Square Summer Concert Series, Ron continues to bring the very best in professionally produced shows to interesting venues, small towns, large arenas, parks and intimate spaces.

Ron's dedication and big heart to the Special Events shows through with his support on the event side with his professional participation in The Alzheimer's Association's Memory Walk,

United Cerebral Palsy's Fund Raiser event and the annual March of Dimes Achievement in Radio awards show among others.

His biggest gift to the festivals and events industry however, is his ability to work with new clients...helping them dream big, despite often limited budgets. He assists in mapping out a path for them to grow their event with entertainment and programming. "The result is very rewarding" says Ron. "When you have worked with a community or event that has little or no access to national entertainment, and are able to deliver a national recording artist to the event. The amount of community pride, the community response, and the economic impact of those events are priceless."

Stone Mountain Park was Ron's introduction into the festival market, and IFEA was introduced to him shortly after. RCS was involved in the early planning of the Georgia Festivals & Events Association (GFEA) and Ron served on the board in the 90's and was recently invited back for another board term with GFEA. Always a supporter of the Festivals and Events Industry, Ron has attended the IFEA Convention & Expo since the late 1980's, obtained his CFEE certification in 1999 and has been a giving supporter to the IFEA Foundation.

Ron and RCS Productions were nominated for and won the GFEA Vendor of the Year three times. He continues to play a big part in their Southeastern Regional Conference, doing everything from providing educational panels and programming for the conference, to sponsoring and hosting the Kaleidoscope awards banquet.

Ron recently spoke to the newly formed Music Business class at the University of Georgia. Ron said "teaching our young adults the in's and out's of the music business is a way of giving back and assuring for a positive future."

In addition to the IFEA, Ron is involved in the Country Music Association, International Entertainment Buyers Association and the International Association of Fairs & Expositions.

In the revolving door of the event industry, Ron takes the time to council and consult with the new point of contact for each event, explains what had been done in the past and works with them on their vision and direction.

With his easy going mannerism, country boy charm and disarming personality, Ron brings smiles to clients, staff and entertainers while on site producing events. In an industry known for its backstage drama and tense situations, Ron goes out of his way to make sure this tension is not part of his client's experience. Many events that are still in existence today are due to Ron's ability to dream the big dream, and get it done.