



FOR RELEASE
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ROSE FESTIVAL CEO NAMED HEAD OF WORLD BOARD

PORTLAND, Ore. - The International Festivals and Events Association named Portland Rose Festival CEO Jeff Curtis as the 2018 World Board Chair. The World Board oversees the IFEA operations and board members represent communities and events around the world from the Netherlands to South Korea. The Chair traditionally serves a one-year term based on the calendar year.

"The Rose Festival is at the head of the table in a global industry," said Curtis. "I am grateful to my colleagues within IFEA for selecting me to represent the IFEA membership and affiliated organizations. I am looking forward to celebrating the world events of today, while planting the seeds for new ones tomorrow."

The 111-year-old Rose Festival is a popular destination event for world travelers and annually hosts international performers as well as dignitaries from government officials to top military brass. The Festival's reputation for international participation models the IFEA world community outreach and mission.



As Board Chair over the next 12 months Jeff has a number of responsibilities on behalf of IFEA. He will facilitate important conversations on industry trends, topics and issues with event leaders from across the globe, conduct IFEA Board meeting business, travel, and be an important industry resource to IFEA's President & CEO, Steven Wood Schmader.

"Jeff Curtis has played an active and important role in the success and strategic direction of our association and our industry for many years," noted Steven Wood Schmader, CFEE, President & CEO of the IFEA. "His experience and understanding of the critical role that events, worldwide, play in the communities that host them and the global industry which they are a part of, will continue to strengthen our organization as we move forward. Jeff has earned the respect of his professional peers around the world and he flies a proud standard for Portland and the Portland Rose Festival in all of those relationships. I and the entire IFEA World Board and staff look forward to working even closer with him during his year as IFEA World Board Chair."

ABOUT THE WORLD BOARD

The IFEA World Board of Directors is an elected, non-compensated body of industry professionals responsible for overseeing the successful operations of the IFEA. In addition to approving policy and direction, Board members serve as an active and involved industry leadership advisory source to the President & CEO. Members proactively support IFEA programs and visions through their input, use of their professional networks on behalf of the association, and personal participation in association programs and activities.

ABOUT THE IFEA

Founded in 1956 as the Festival Managers Association, the International Festivals & Events Association (IFEA World) today is 'The Premier Association Supporting and Enabling Festival & Event Professionals Worldwide.' In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia / New Zealand, IFEA Europe, IFEA Latin America, IFEA Middle East, and IFEA North America, the organization's common vision is for "A Globally United Industry that Touches Lives in a Positive Way through Celebration."

www.ifea.com

ABOUT THE ROSE FESTIVAL

The Portland Rose Festival Foundation is a 501(c)(3) non-profit that serves families and individuals with programs and events that promote the arts, education and volunteerism. We value environmental responsibility, diversity, patriotism and our historic & floral heritage. The 2018 Rose Festival runs from May 25 through June 10. For more information, go to RoseFestival.org.

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