



INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION
FOUNDATION

JEAN MCFADDIN

MEMORIAL SCHOLARSHIP



For twenty-four years, Jean McFaddin was responsible for creating Macy's major events to maximize its event legacy and brand awareness. She retired from her full-time Macy's role in spring, 2001, to pursue broader opportunities in the new Millennium.

Prior to her Macy's association, Jean served as a director/designer in prominent regional, New York, and European theaters, created and directed a 1975/76 U.S. Bicentennial promotional program for the National Endowment of the Arts Foundation in Washington, D.C., and was Director of New York City's July 4th Land Festival in 1977. She joined Macy's that fall.

As Macy's East Senior Vice President in charge of Macy's Public Relations and Events from 1977-2001, she annually produced the Emmy award-winning Macy's Thanksgiving Day Parade; a glorious Spring Flower Show;





America's largest on-going 4th of July Fireworks celebration; the world record-breaking "Tap-O-Mania" that assembled over 6,000 dancers in a choreographed routine; and for Christmas, staged the true 'Miracle on 34th Street' where over 300,000 children and adults visit Macy's Santaland each year.

In addition, Jean was responsible with her staff for developing daily in-store merchandising events, publicity campaigns, and division-wide promotions for all Macy's East stores from New England to Puerto Rico. These events, including fashion shows, cosmetic launches, bridal seminars, chef series, and seasonal interior design fairs, drove all Macy's businesses by attracting major public and media attention.

Jean represented Macy's on numerous civic and industry councils which included the Mayor's Host Committee for the UN 50th Anniversary and the NYC 2000 Millennium Committee. In serving the community on Macy's behalf, she produced more than one hundred benefit galas and fund-raising events. Those events raised millions of dollars for community organizations, affirming Macy's message, "We're a part of your life."

During her more than twenty years of leadership, Jean developed the Macy's Parade and other annual events into multi-dimensional spectacles that attracted worldwide tourists and positive media attention to both Macy's and New York City. She worked closely with the licensing and entertainment industries, including Broadway, to create dynamic partnerships that ensured fiscal stability while elevating those traditional events to state-of-the-art entertainment that continue to serve as benchmarks for the industry.

Jean led the spectacle that received over a dozen Emmy Awards for Macy's Thanksgiving Day Parade, in partnership with NBC. That partnership which she spearheaded, led to a multi-event relationship that now also encompasses the nationwide broadcast of Macy's 4th of July Fireworks Spectacular. In addition to achieving a dynamic entertainment event stylized for television, Jean pioneered advanced design standards and computer firing technology for fireworks in association with America's best pyrotechnic companies.



Jean McFaddin Shares with Industry Peers.

As a Macy's executive, Jean's managerial role grew to include all of Macy's East Public Relations and Event departments, and a staff of over 65 people. A teacher as well as a leader, her top team members rose with her through the ranks and grew to lead the events she shepherded well into the new millennium. She firmly believed that you are only as "good" as the people with whom you surround yourself, and attributed her greatest successes to her associates.

Jean McFaddin was acclaimed a "Quintessential New Yorker" by Town & Country magazine in 1984. She received the 1988 Humanitarian Award from New York's Community of Mayors Association and their Lifetime Achievement Award in fall, 2001. She served on the New York Board of Directors for the Cystic Fibrosis Foundation and was recipient of their 1990 Outstanding Service Award. In 1993 she received the Congress-



Jean McFaddin with Jean McFaddin Legacy Scholarship Recipient at IFEA Convention.

women Mary T. Norton Memorial Award of Excellence from the United Way and was listed in the U.S. Congressional record.

In November, 2000, to celebrate her 24th Anniversary as Producer/Director of Macy's Thanksgiving Day Parade, the City of New York renamed the famous corner of Broadway and 34th Streets as "Jean McFaddin Way" for the month of December. In spring 2001, Jean retired from her full time Macy's role to pursue new directions and challenges. In her honor, Mayor Rudolph Giuliani held a press conference at City Hall on April 19th to proclaim it "Jean McFaddin Day in the City of New York."

Jean enjoyed ongoing success as a sharing, entertaining, informative speaker in the festivals and events industry and at international universities, as well as serving as a Consultant to many event organizations and corporations. She was honored and celebrated through induction into the four leading "Halls of Fame" within the events industry, including the IFEA, Events Solutions, ISES, and BizBash. Jean was recognized in numerous publications for her success in staging giant scale events, including David Rockwell's book, "Spectacle" and "Macy's Thanksgiving Day Parade" by Robert Grippo and Christopher Hoskins, among many others. She was featured in the History Channel's documentary "Inside the Macy's Parade" and in the online video series "64 and More" with Christina Abt.

A member of the IFEA since 1977, Jean proudly served on the IFEA Foundation Board and President's Council and was a frequent speaker and mentor at the annual IFEA conventions. She was honored to be a featured speaker and official member of the IFEA's first-ever delegation to China in 2005. She strongly believed that the IFEA is essential to the events industry, educating creative event leaders for tomorrow, and unifying our international impact as professionals to create a better world.

Jean especially loved sharing her expertise and love for our industry with the IFEA Student Chapter and new/young industry professionals. She ensured that her passion would be a part of our profession and association in perpetuity by creating the 'Jean McFaddin Legacy Scholarship,' "providing support to a deserving individual/organization who has had at least 2 years of active involvement, either as staff or volunteer, in producing a multi-dimensional event and whose career/life has been inspired or touched by the Macy's Thanksgiving Day Parade."

Jean passed away on April 17th, 2018, after a short battle with cancer, leaving a hole in the hearts of our industry and all those who knew her. The Jean McFaddin Memorial Scholarship will ensure that her style, her warmth and grace, her creativity and leadership, and her passion will live on.