

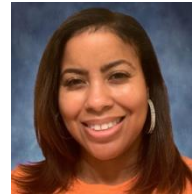
2022 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Navigating the New Normal - Ways We Kept Volunteers Safe, Smiling and Engaged

Kim Lowell-Leverett
Vice President of Community & Volunteer Services
The Parade Company
Detroit, MI



With 2,500 volunteers working on events year-round, The Parade Company produces spectacular, award-winning family events in the Metro Detroit area, including America's Thanksgiving Parade presented by Gardner White, Ford Fireworks, Hob Nobble Gobble presented by Ford, Strategic Staffing Solutions Turkey Trot, Summer Art Camp and various other productions. Join Kim Lowell-Leverett, Vice President of Community & Volunteer Services at The Parade Company as she highlights some of the challenges they experienced over the past few years in addition to plans and procedures they put into place to keep their volunteers safe, informed and engaged while they navigated the new normal.

Kimberly Lowell-Leverett grew up in Bloomfield Hills Michigan and graduated from Wayne State University earning a Bachelor of Arts in Public Relations and Master of Arts degree in Communication. Kim started her career at Compuware Corporation, where she took on the responsibility of community engagement for its U.S. and international offices. During her 16-year tenure at Compuware, Kim was the liaison for Compuware's sponsorship with the Parade Company. It was from that relationship that she fell in love with floats, big balloons and everything Parade.

In 2015, Kim learned about an opening at The Parade Company and jumped at the chance to work there. Kim has been a proud member of The Parade Company family for 8 years, and now serves as the VP of Community and Volunteer Services. She manages over 2,500 volunteers. Kim's responsibilities include recruiting, screening and training volunteers for the company's many events including: America's Thanksgiving Parade® presented by Gardner White, the Ford Fireworks, and Hob Nobble Gobble® presented by Ford.

Length: 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

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