

PEOPLE

Cindy Verge

An annual celebration of spring held the entire month of April. The Skagit Valley Tulip Festival has 40+ events and activities centered around the 100s of acres of tulips grown here by Washington Bulb Co., Inc. and Tulip Town. Communities in the region host key events including a street fair, bike ride, run, Kiwanis salmon barbecue, parade, art shows, Woodfest and Chili, Chowder and Chocolate Cookoff.



IN CONVERSATION

How did you get into events?

I answered an ad in the local newspaper looking for a Sponsorship Coordinator for the festival. I thought it sounded like a fun job that would allow me to use my writing skills. I became Executive Director in 2004.

What has been your biggest professional challenge?

The accounting and bookkeeping aspects of the job are constantly my biggest challenge. I have no formal training in accounting, so everything has been on-the-job training! The tulip festival is fortunate to have the support of a local accounting firm – their CPAs have lent the festival advice and training for over 2 decades.

What do you do to relax?

Read a good book, garden or travel. Each year after the hustle and bustle of the festival, getting away (either literally or figuratively) allows me to recharge my batteries.

What's the best advice you've ever received?

Two bits of advice: Listen. Wait 24 or 48 hours before responding to criticism or bad news.

What is your personal philosophy?

To treat others how I would like to be treated. I also work to have fun each and every day. I enjoy my job and like sharing what I do with others.

FACTS ON FILE

Years in the Business:

11 Years

Degree:

BA Communications, University of Washington

Family:

Married to Tom for 29 years, two daughters, Cora, 22 and Emma, 18.

Last book read:

Atlantis Found
by Clive Cussler

Last business book read:

They Call Me Coach
by Stephen R. Covey

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Executive Director

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