

THE FOUNDATION



Season's Greetings

Season's greetings from Louisville and the Kentucky Derby Festival! I hope 2011 was a successful year for you and that 2012 will bring even more prosperity to your organization. It was a busy year for the International Festivals & Events Association Foundation, highlighted in October by the IFEA Foundation Night Party and Auction at the IFEA's 56th Annual Convention & Expo in Fort Worth, Texas. The silent and live auctions were great fun for everyone who bid on – or just watched the action surrounding -- some incredible one-of-kind packages.

Our thanks go out to the many generous supporters who donated items for the event, including about a dozen "big ticket" offerings. Proceeds from the IFEA Foundation Night Auction are an integral component of funding for the Foundation's mission of securing speakers, providing Legacy Scholarships and many other educational resources. The team who helped to organize and produce the auction and party did a fantastic job and all the attendees had a Texas-sized big time. I'm very happy to report that the 2011 IFEA Foundation Night Auction raised nearly \$40,000, which is our biggest fund-raiser of the year. Congratulations to everyone

who participated in putting together this important and very worthwhile endeavor.

Also, please don't forget to remember the IFEA Foundation's "Fund for the Future" as you plan your year-end giving. This endeavor, led by our industry's finest, seeks to ensure that IFEA and the programs we have grown to rely on will remain for years to come.

It's been a great honor and pleasure to serve as the IFEA Foundation Board Chair over the past year. The networking and camaraderie that are fostered among IFEA members is very gratifying and serves to reinforce our role as "community servants" in cities all around the country. This is a role that we are very fortunate to fill. Our industry is vital in helping to entertain countless people in these trying times, and making a real impact on the places where we live and work. Many of us can't imagine toiling in another field.

While my term as IFEA Foundation Board Chair is coming to an end, I leave the organization in very capable hands. The incoming Board Chair is Jeff Curtis, CEO of the Portland Rose Festival Foundation, one of the oldest community celebrations in the United States. The Rose Festival, recipient of the 2011 IFEA/Haas & Wilkerson Grand Pinnacle Award, is one of the industry's leading events, entertaining more than a million people every year. Despite the geographical distances between Louisville and Portland, the Kentucky Derby Festival has had a special kinship with Portland Rose Festival Foundation organizers for many years. Jeff and his team are highly respected and innovative professionals and will carry on the Foundation's mission in fine fashion.

It is with a certain measure of sadness that I write my last column for this publication as IFEA Foundation Board Chair. The IFEA has always had a special place in my heart and I know that will continue throughout my life. Most of us are so close to the business that it can be easy to take for granted the tangible and emotional impact that we have on our communities. The Kentucky Derby Festival is preparing for its 57th consecutive year of providing unique entertainment for our area and most residents can't remember a time when we didn't exist. It's a year-round role for us and I wouldn't trade it for any other in the world (except possibly a role on the Broadway stage).

My heartfelt thanks to: my supportive team at KDF; to Steve Schmader and the IFEA Staff; to the incredible IFEA Foundation Board; and everyone who has helped me along the path of service within IFEA and the IFEA Foundation. It's been a great run and I fervently believe that even better things are ahead for all of us. Here's wishing for a great holiday season for all! Cheers!

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