

THE FOUNDATION



You Make Your City a better Place to Live and Work.

I am writing this letter from the comforts of my office in Portland, Oregon thinking about the thousands of special event professionals who share the same passion for our respective events, and most importantly, the International Festival and Events Association. I want to acknowledge how honored I am to be the 2012 Chair of the IFEA Foundation. I attended my first convention back in 1999 and from the very first convention, I knew I was in a place where professionals can excel and the doorway to creativity was always open. Any leader is only as good as their supporting cast. It's a pleasure to work with talented professionals that make up the IFEA Foundation Board and the dedicated IFEA staff led by Steve Schmader, CFEE.

As winter winds down, and the festival season gets cranked up, it's important to review the

highlights of the IFEA Foundation in 2011. I want to acknowledge Past Chair, Mike Berry, CFEE, President & CEO of the Kentucky Derby Festival in Louisville, Kentucky, for his leadership and congratulate him for a very successful year. Thanks to the hard work by many, including some dedicated staff from the Derby Festival, the IFEA Foundation Auction held at the IFEA's 56th Annual Convention & Expo in Ft. Worth, Texas raised over \$38,000. These funds are a vital part of IFEA's annual funding and are the anchor for the Foundation's most cherished program, the Legacy Scholarships. The Scholarships, each of them named for a significant IFEA donor, allows professionals an opportunity to attend the annual convention and get a jump start on their own career advancement.

With spring just around the corner, it's never too early to lay out the plans for our largest fundraiser, the 2012 IFEA Foundation Auction Event at the IFEA's 57th Annual Convention & Expo, September 21-23, 2012 in Denver, Colorado. I have assembled a great cast of people who will produce a memorable event for all IFEA Convention delegates to enjoy and you will soon be hearing from members of our auction committee about ways you may be able to support the auction. Your support and participation can be as simple as making a small item donation or monetary donation, each of which will enable the Foundation to raise the necessary funds to fulfill its mission of supporting the IFEA and provide education opportunities for event professionals.

Finally, I want to wish all special event organizers from around the globe a very successful year in 2012. There is no other industry like special events and no other profession that provides as much satisfaction to hundreds of millions of people. There is a phrase I use in Portland that describes the work of the Portland Rose Festival. "We make Portland a better place to live and work!" I am 100% confident this statement applies to any community across the globe. Thank you for supporting the IFEA Foundation. Everyone contributes to our success! Cheers to a very successful year ahead!

JEFF CURTIS

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CEO, Portland Rose Festival Foundation

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