

FOUNDATION



Valuable Resources at Your Fingertips

Monday, April 15th, 2013 started out as tax day! The buzz in the morning was all about filing your taxes. Who owed money to the government, and who was getting money back.

By midafternoon, the news of the Boston Bombings hit the airwaves. All week we were inundated with news regarding this tragedy. We became aware that safety is not guaranteed, and we must be more aware of our surroundings.

My heart went out to the families of all those involved with this tragedy. I, for one had a very hard time not thinking about it. I was sucked in by the media to listen 24/7.

As I was listening, I was hoping someone would talk to the event producers and volunteers of the marathon. Not immediately, but I was hoping mid-week a discussion would evolve. I really wanted to know what they are feeling. What they thought that they would do or could do differently. I am pretty sure most of us have thought about the events we produce and what we can do to protect our stakeholders. As time goes on, I'm sure we will hear more on additional requirements from cities to help prevent a tragedy such as this from happening again at a festival or event near you.

However, don't wait for your city to send out additional requirements to you. You have the greatest resource for

this kind of information at your fingertips, with the IFEA! If you missed the many important emails sent out by the IFEA the afternoon and following days after the Boston Marathon bombings with valuable safety & security information from the Department of Homeland Security, the information can be found on the IFEA Website – or just contact the IFEA directly and they'll be happy to share. It is this sharing of resources that makes the IFEA an instrumental resource in educating event professionals. The upcoming Annual Convention, this year in Pittsburgh, PA, September 16-18, 2013 is packed with topics on how to be a better event manager; the online educational Webinars hosted by industry leaders offer topics that are important to your organization; the Annual Expo at the Convention features event specific products; and the learning that takes place outside meeting rooms in-between sessions at the Convention is an invaluable exchange of ideas hard to be duplicated anywhere else.

What can you do to ensure IFEA continues to be this valuable resource in educating festival and event professionals now and in the future? Get involved with the IFEA Foundation.

The IFEA Foundation helps to support the mission and vision of the IFEA by providing financial support that allows the organization to fulfill its educational goals; goals which further ensure the quality of both the events and the professionals who make up our unique industry. Last year alone, the IFEA Foundation granted eleven Legacy Scholarships to deserving industry professionals to the Annual Convention.

In addition to the IFEA Foundation's Legacy Scholarship Program, the IFEA Foundation provides you with the opportunity to be a part of that support system to deserving industry professionals with the Annual Auction held at the Convention. With a unique opportunity to bid on one-of-a-kind, untouchable packages, including travel, products, services, VIP Event Experience opportunities, and much more, the Foundation Night Auction and Party is the largest fundraiser for the organization. This year, it will take place

on Tuesday, September 17th at the Hard Rock Cafe in Pittsburgh, PA. The monies raised will guarantee that IFEA will be at the forefront to help educate festival and event professionals on the latest trends and issues facing our industry.

What can you do to prepare for this great evening?

- **Mark your calendar** to attend the Foundation Night Auction and Party, September 17, 2013 in Pittsburgh, PA.
- **Donate an auction item** - One of the many highlights of this event is the unique auction items that have people buzzing around the auction tables all night. What can you donate to make people buzz around the tables? Well, ask yourself what would you like to bid on at the Silent Auction and that's your answer to what you can donate!! Things like everyday items that people need and want; unique things to get as gifts for friends and family of ALL ages; collectible things; hobby related items; hard to get tickets; in demand items; things for your office; things for your festival/event. The list is endless! Just think, if you would bid on what you donate, you know there are others that would too! I encourage you and/or your event/organization to donate a special item, experience package, travel opportunity, or product / service package. To make a donation to the IFEA Auction, Click Here to download the Auction Donation Form.

Thank you for joining the effort to help keep IFEA in the spirit of its mission *"To inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration."*

Please and let me know when you're ready to make a contribution. I can be reached at clerick@culturalfestivals.com or +1-314-863-4485 for more details.

Cindy Lerick

2013 IFEA Foundation Board Chair

Executive Director/President

Cultural Festivals, St. Louis, MO

Email: clerick@culturalfestivals.com