

FOUNDATION



Fall In Love with Your Communities Again

I have been reading the book "for THE LOVE of CITIES" by Peter Kageyama. The book was given to me by the City Manager in the city where I work. His comment earlier this year was that he understood event planners' goals, but in government it is just too easy to say 'no'. He then stated, hesitantly - "I know cities need people like you."

As I started reading the book, I wasn't sure I would understand his need for me to read it. The relationship between the two of us is tenuous.

The book explores how today there is an end of the love affair individuals have with their cities and communities. Society has created communities not worthy of love. The cities/communities we live in are not designed by their residents to stay in the city center. Think back to the early 80's. We created our free-way systems to leave the city as fast as possible eliminating our main street, our community gathering.

Cities today focus on the bottom line. Making cities safe and functional, not comfortable, fun or interesting. People don't love places that are func-

tional and safe. We love places that we are emotionally connected with.

We, event planners, are the co-creators of place. We are the special sauce that makes a significant difference in our communities. We make cities have content. We make people fall back in love with their communities.

This year, as the Chair of the IFEA Foundation Board, I have been surrounded by co-creators, whose daily tasks are to get the people to fall in love with their communities again. They don't need the recognition, just the challenge and the go ahead to step outside the box and make their residents fall back in love with their city.

After reading "for THE LOVE of CITIES," I figured out what the city manager was trying to tell me ... our communities need us - festival and event planners.

We need to continue to create fun and love for our cities.

Through your generous contributions to the IFEA, be it via the IFEA Foundation's Annual Live and Silent Auction or the IFEA's Fund for the Future Campaign, the IFEA will continue to be the top of our game and strive to bring you the best and new practices in our industry.

At the IFEA's 58th Annual Convention this past September in Pittsburgh, PA, many attended and supported the IFEA Foundation's Auction Night Party at the Hard Rock Café where the IFEA Foundation raised over \$40,000! We thank you greatly for your continued support!

The IFEA Foundation's Auction is the only fundraising event the Foundation produces. It takes many people and individuals to create this event and with that being said, I need to acknowledge and thank the following individuals.

- First and foremost, thank you to the donors of both the Live and Silent Auction items – big and small. Our donors are members and friends of

the IFEA and our success is dependent on your generosity and creativity.

- Secondly the IFEA Foundation Board of Directors. Thank you for jumping in and doing what was asked of you, to get the job done. Every board member on the Foundation Board had certain tasks to fulfill the night of the auction. From transporting the auction items, organizing the auction tables, selling raffle tickets, following bidders and collecting money, to cleaning up at the end of the event. We had 100% board participation.
- Third – Sue Bunday and Bruce Erley, CFEE, APR. Sue, former Chair of the Portland Rose Festival Board of Directors came to Pittsburgh to help with the auction and was instrumental in setting up the silent auction groupings and scripting the Auctioneer. And Bruce jumped in at the last minute to be the Auctioneer.
- Next, the Staff at the IFEA! From finding the venue, negotiating the contracts, sending out donation forms, writing and producing the auction booklet, to organizing and maintaining all packages and items, collecting the money, tracking down the payments and shipping the goods to you - Steve, Nia, Beth, Bette, and Craig - Thank You!
- And finally, YOU!!!! Thank you for attending the IFEA's 58th Annual Convention & Expo this past September in Pittsburgh, PA and for supporting the IFEA Foundation and our mission. Thank you for creating fun for the masses to fall in love with their communities again!

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