

THE BOARD



Reflections on the Past and Opportunities for the Future

With the holiday season upon us and the year quickly coming to an end, I like to spend time reflecting on the activities and accomplishments of the past year, while contemplating new opportunities in the year ahead. As the 2014 Chairman of the Board of Directors for the International Festival and Events Association I would like to share my thoughts with you on our unique industry.

2014 was a great year for festivals and events globally, and for the International Festival and Events Association. We continue to see signs of growth and change within the industry in all parts of the world - an increased number of young professionals joining the ranks of festival and event producers - bringing their enthusiasm, energy, new ideas and knowledge base to our profession. The rapidly expanding number of festivals here in the U.S. and abroad, combined with the strengthening global economy bodes very well for the future growth of the festival industry, but only for those who continue to develop their skills and expertise via professional development and knowledge sharing.

As our industry continues to evolve and refine itself demonstrating a heightened level of professionalism in all areas of festival and event development, operations, marketing and management, the importance on continuing education

and staying on top of emerging trends will be the key to future success for us all. The International Festival and Events Association is your resource for this success.

Our hard-working International Festival and Events Association staff, under the leadership of our dedicated president, Steve Schmader, CFEE, continue to provide programs, webinars, event management training, information, resources and ideas from all corners of the world. Valuable resources through the International Festival Association, offers us all opportunities to ensure the growth and success of our respective events as well as contribute to professional growth on a personal level. I would encourage everyone to take advantage of the many opportunities our association offers.

We had a spectacular convention in Kansas City, our 59th annual gathering of festival and event industry professionals from all areas of the U.S. and across the world. The Board of Directors and I hope you found the 2014 convention to have been as inspiring, entertaining and informative as we did, and that you were able to establish new relationships with other industry professionals who can serve as your personal resource in the coming year and for years ahead. Just this week, I personally found myself sharing information and gaining insights from three different industry professionals whom I met through the International Festival and Events Association.

As the year draws to a close, so does my term as Chairman of the International Festival and Events Association. With the New Year, the association gains a vibrant new Chairwoman in Cindy Lerick. A consummate industry leader who directs the highly successful Saint Louis Arts Fair, Cindy Lerick brings over 30 years of knowledge and expertise to our association, and the promise of continued growth for the organization.

In 2015 the International Festival and Events Association enters its sixth decade of service to the industry and the opportunity for future growth and development has never been greater.

On behalf of the Board of Directors I wish you a happy holiday season and great success in the coming New Year!

James L. Holt, CFEE
Chairman of the Board
2014 International Festival and Events
President & CEO
Memphis in May International Festival