



IFEA WORLD BOARD

BY JEFF CURTIS



As I take the reins as your IFEA World Board Chair, I am humbled to follow in the footsteps of some incredible event professionals from around the globe. Equally, I am proud to represent Portland, Oregon and the Portland Rose Festival Foundation. The International Festival and Events Association is an organization unlike any other I have encountered in my 25-year career in special events, offering the opportunity for networking and collaboration in both large and small ways. I feel some of my own personal growth in this industry stems from my IFEA involvement. And as the CEO of one of the festivals that helped establish IFEA, I've seen up close, the ways a festival can benefit from being associated with an overarching special events organization. Rose Festival's affiliation with IFEA has helped in our efforts to be a local leader in the special events industry.

I became Chief Executive Officer of the Portland Rose Festival in 2004, and like everyone else we struggled through some tough times in that decade. In 2008 we developed a strategic plan that helped the festival weather the storm of a poor economy and loss of sponsorship dollars. That plan was based on building new relationships with key stakeholders in our community. With the passion and dedication of the board and staff, we made new connections with the City of Portland leadership and developed beneficial relationships with the Mayor's office and City Commissioners.

Our relationship with IFEA and our connections with many festival friends across the country and around the world helped us keep our struggles in perspective. Old sayings like "a burden shared is a burden halved" and "many hands make light work" become more than words when you're able to face tough times

together. Rose Festival's challenges and successes have been equally shared in the IFEA world.

And we have enjoyed notable successes both internal and external since I became CEO, including celebrating our centennial in 2007 and winning the IFEA/Haas & Wilkerson Grand Pinnacle Award in 2007 and 2011, the highest award given by the IFEA to Festivals and Events! Our 20-year recognition as one of the Cleanest and Greenest Festivals in the World is also a highlight.

As IFEA Chair, I hope to lead an effort focused on growing IFEA's membership base, working in partnership with both boards and the talented IFEA staff. I also want to encourage increased engagement among the membership with IFEA offerings. IFEA has dozens of resources available to its members, many of which could have a dramatic effect on your local efforts. Through a strong Membership recruitment effort, combined with increasing member activation of current IFEA programs and resources, I hope that the entire industry can take note of the IFEA Brand well into future.

It's my great honor to Chair the IFEA World Board in 2018. I am grateful to my colleagues within IFEA for selecting me to represent the IFEA membership and affiliated organizations. I am looking forward to joining you in celebrating the world events of today, while planting the seeds for new ones tomorrow. Cheers to a successful 2018!

Jeff Curtis

2018 IFEA World Board Chair
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