

FOUNDATION BOARD PROFILE

ERIN FORTUNE



The IFEA Foundation Board of Directors welcomed Erin Fortune to the Board in 2019.

Music for All's mission is to create, provide, and expand positively life-changing experiences through music for all. We combine our national programming with arts education advocacy to achieve our vision to ensure that every child across America has access and opportunity to active music-making in their scholastic environment. Our three main national events include: The Bands of America Grand National Championships (Marching Band), the Music for All National Festival for concert bands, orchestras, choirs, percussion ensembles, and chamber ensembles, and the Music for All Summer Symposium (a residential week-long camp for music students and directors).

How did you get into the events industry?

I've been planning events since I was high school as Student Council President, but while in college I had an awesome opportunity to intern with Yamaha, a music instrument manufacturer and the national presenting sponsor of Music for All. That experience put MFA on my radar when I was job searching after college. When I saw they had an opening, I thought it could be a great fit with my interest in the music industry and my interest (and minor) in event planning. Turns out, it was an amazing fit, and I've been with Music for All for the last 9 years.

What has been your biggest professional challenge?

My biggest professional challenge has definitely been transitioning from a position I really loved and was pretty good at, to one where I don't always know what I'm doing every day. I'm a type A personality so it's been a challenge to go from something I knew well (digital marketing) to something I find much more challenging at times (Selling sponsorship and fundraising!) But I've learned a lot in the last year and have definitely grown professionally by getting out of my comfort zone. I've also been exposed to so many new facets of the organization and have a whole new perspective.

What do you do to relax?

Listening to music, playing piano, doing karaoke, or reading a great book are definitely some of my favorite ways to relax.

What's the best advice you've ever received?

The best advice I've ever received was from our President & CEO, Eric Martin. Whenever we are making decisions, or facing a tough choice, he has always said to ask yourself, "what does the mission require?" I think about that in everything I do at Music for All.

What is your personal philosophy?

"Choose Happiness." We can't always control other people or things happening around us but we can certainly control our own reactions. I don't always succeed but I try to remember to simply "choose happiness" each and every day, no matter what is going on. Work, and life in general is so much better when we are having fun and choosing joy.



PROFILE QUESTIONS

Years in the Business: 9

Degree: Bachelor's in Business from Ferris State University in Michigan (Major: Music Industry Management, Minor: Special Event & Meeting Planning)

Family: My parents and twin brothers live in Michigan (I don't see them nearly enough!)

Last Book Read: Into the Water by Paula Hawkins

Last Business Book Read: Leaders Eat Last by Simon Sinek

CONTACT INFORMATION

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