

# FOUNDATION BOARD PROFILE

## IRA L. ROSEN



The IFEA Foundation Board of Directors welcomed Ira Rosen, CFEE to the Board in 2019.

**E**stablished in 1998, The School of Sport, Tourism and Hospitality Management (STHM) has a distinguished tradition preparing leaders in the sport, recreation, tourism and hospitality industries. Our innovative approach to learning combined with our location in the heart of Philadelphia fosters transformational education experiences. In 2009, the School launched a Continuing Education Executive Certificate in Event Leadership. In 2012, we launched an undergraduate certificate in the same field. Both of these programs have gained international recognition and have continued to grow and thrive through the years. I am the Program Director for these programs.

### How did you get into the events industry?

When I was a freshman in college, I became involved with my school's activities board. I immediately became addicted to events and have been doing them ever since. I literally have never done anything else in my career! After many decades of producing almost every imaginable type of event, I now get the joy of sharing my knowledge with the next generation of industry professionals, while continuing to provide training and consulting services to festival and event producers around the world.

### What has been your biggest professional challenge?

I think my challenge is a continuing one and it is one that faces every festival and event around the world. How do we keep what we do relevant to today's audience? Events and festivals that have followed the same format for decades will be out of business unless they adapt to the changes necessitated by today's audiences. If our events are not mobile friendly, millennially relevant, mostly cashless, sustainable, etc., we will not continue to stay in business. If our events are not growing and changing, we will inevitably cease to be relevant. Working with clients and educating university students about this necessity is a daily challenge, but a necessary one.

### What do you do to relax?

I love to travel, read and binge on dark, quirky crime dramas on Netflix, Amazon Prime, Hulu or whatever format is showing the types of content that I like. I also enjoy spending time with close friends and family.

### Other background experience:

After getting my Master's Degree, I went on to become a University Activities Director, then worked for Radio City Music Hall Productions for a number of years before starting my own production and consulting company. In 30 plus years of owning this business, Entertainment On Location, Inc. I have traveled around the world producing every imaginable type of event from small community festivals to multi-million-dollar extravaganzas.

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

Treat everyone equally; the only difference between the custodian and the CEO is opportunity.

### What is your personal philosophy?

I actually have some core values that go into my philosophy, including the above advice. In addition to that, I believe in working hard, being the first to arrive at an event and being the last to leave, recognizing that no event task is beneath me and trying to insert some humor into the stressful field in which we operate. I never ask someone to do something that I am not willing to do and quite likely have done. Be kind to everyone.



### PROFILE QUESTIONS

**Years in the Business:** 40

**Degree:** MA in Communications

**Family:** Widowed, lots of nieces and nephews

**Last Book Read:** The First Conspiracy

**Last Business Book Read:** The Experience Economy (again!!)

### CONTACT INFORMATION

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