

# FOUNDATION BOARD PROFILE

## TERRY POWERS



The IFEA Foundation Board of Directors welcomed Terry Powers to the Board in 2019.

**B**AM Weather is a private weather consulting business that specializes in delivering a very simple yet unique personal forecast. BAM provides forecasting and weather monitoring services for multiple industries including major league sports teams and facilities, agricultural, snow removal, energy, fairs and festivals, collegiate athletics, school districts and more. With a focus and extreme attention to detail in both short- and long-term forecasting, BAM's #1 goal is to assist its customer in high cost decision support based on accurate and current weather analytics.

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

I started my career in college athletics, in various roles from coaching to administration. I began managing collegiate sporting events and eventually ended up serving as the tournament manager of NCAA championships, including an NCAA Division I men's basketball Final Four. I then moved to the 500 Festival where I served multiple roles over 11 years, including overseeing operations for all programs and events.

### What has been your biggest professional challenge?

In 2013 I had served as the interim CEO of the 500 Festival during a change in leadership. Among the 50 events and programs produced annually by the 500 Festival, is the nation's largest half-marathon with 35,000 participants. On April 15, 2013, two bombs were detonated at the Boston Marathon, just three weeks prior to the 500 Festival's half-marathon. Within hours, we had media in our office lobby asking what our plans were to keep people safe in light of this terrorist act. As the acting CEO, I felt the weight and responsibility to provide a safe environment for our participants, volunteers, sponsors and community. As a team, our organization worked around the clock with local public safety officials, to revise our emergency plans and develop additional safety and security measures for all 500 Festival events that month, not just the half-marathon. This was also during the US budget sequestration, which was scheduled to cut all military support for Festival events. We feverishly worked with local and national military officials, along with our State representatives, to acquire military support necessary to secure Festival events. Our team then worked with volunteer groups and the media to insure we were communicating effectively that we were doing all we could to provide safe environments for Festival events.

### What do you do to relax?

My wife and I live downtown Indianapolis, so we enjoy going out to eat, trying new restaurants and local breweries. Otherwise we watch a lot of HGTV and sports!

### Other Background Experience:

I started my career in college athletics, as a soccer coach. Eventually I moved into sports information then sports marketing then athletic administration. After 30+ years in events, I am

currently working on my graduate certificate at Indiana University in Homeland Security and Emergency Management.

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

"Hope is not a plan". While working an event with a retired Military General – and I never said "I hope" again when referring to an event plan.

### What is your personal philosophy?

My personal philosophy comes from my father, who was a former priest and high school principal – and he had a lot of "sayings" that developed into a way of life in our family. One of those saying was "do the right thing, the right way, for the right reason." I feel in the event business, it's a good test to ask yourself or your staff when faced with a challenge. If anyone answers no – then it's time to revise your plan.

### PROFILE QUESTIONS

**Years in the Business:** 25+ years in events and event management; First year at BAMWX

**Degree:** Bachelor of Arts in Communications

**Family:** Married (to Julie) two grown children

**Last Book Read:** THE FORMULA by Barabasi and RISK & CRISIS MANAMGNEMT IN THE PUBLIC SECTOR (textbook in current graduate class in homeland security and emergency management)

**Last Business Book Read:** Same as above

### CONTACT INFORMATION

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