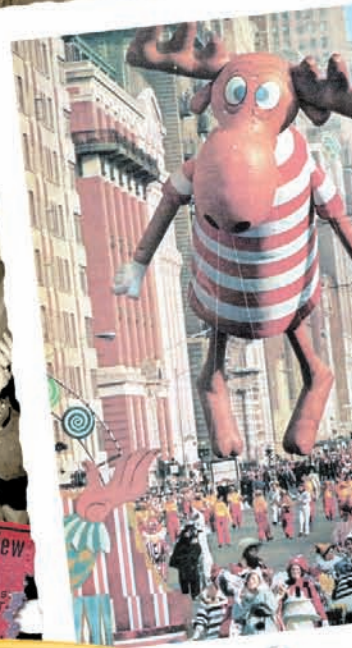
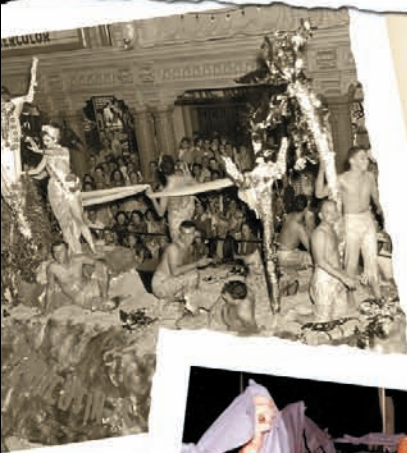


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Letter from the President

Steve Schmader

Like special occasions in our personal lives, or our communities, IFEA's 50th Anniversary offers us a special opportunity to celebrate the past and imagine the future. It allows us a time to reflect on our successes, learn from our mistakes, remember those who have stood by our side along the way, and rededicate ourselves to even greater goals as we look to the next 50 years.

I have had the good fortune of viewing this special milestone from a unique vantage point. Over the last year I have sifted through documents, photographs, and publications, playing detective as we pieced together our history. I have talked with many individuals who impacted

passed along in stories, from generation to generation. Along the way, many have been forgotten, lost, changed or embellished. Some have grown larger than life with each telling; tough or unpleasant times are now often viewed humorously with the passing of time; and conversations often turn reflective as we remember the many individuals who have touched our lives.

This special collector's issue of "ie" is the result of many hours of research, by multiple individuals. To the best of our abilities, we have attempted to sort through the boxes, files, envelopes, conversations, and records to produce a historical document that will allow you to

"Today is someone's dream coming true."

— Walt Disney

our association directly and were, in turn, impacted themselves as a result. I have met our past, our present and our future. And I have made some new friends throughout the journey.

When an organization begins, very few people think about preserving records and archives for future historical reference. In fact, like many great civilizations, much of our history has been

revisit the IFEA for yourself, from the spark of a vision fifty years ago, to the global network that it has become today. We have made an effort to remember special friends and milestones that have molded our association and our industry; to help reopen some special memories that you may have tucked away temporarily; and to re-spark our imaginations as to what the future may hold.



Above all else, the one notable thread that has run throughout all of our research and conversations along the way, is the consistent willingness of those in our industry to openly share with one another – our successes, failures, ideas, creativity, experience and friendship.

Ours is an industry that is built around dreams and imagination, and the people who understand not only the importance of dreaming, but know how to make them come true. Steven Davison of Walt Disney Imagineering pointed out that we are all "memory makers". We are also community builders, storytellers, vision painters, bridge builders, and the purveyors of possibility. We bring families, friends, communities, countries and people together. We help them celebrate the special things in their lives, inspire them to see more, and provide the spark that allows them to light the world around them. That is the gift that we bring to the world and the legacy that we will leave.

I hope that you enjoy this special overview of the IFEA's first fifty years and I look forward to imagining new dreams with you as we continue to unite and further our industry around the world.

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We also want to thank Fiesta San Antonio, The Portland Rose Festival and Seattle Seafair for the use of historical images from their events.

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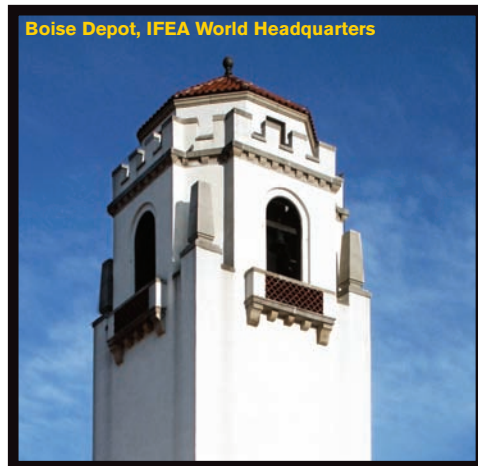
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IFEA Timeline

- 1956** Festival Managers Association (FMA) Founded, October 31st, Park Sheraton Hotel, New York City
- 1956** Robert E. Meyer serves voluntarily as Association Managing Director, with office in New York City
- 1957** Red, White and Blue Logo with IFA Letters in Diamonds Used
- 1957** FMA *Closed Circuit* and *Festival News* Membership Bulletins Created
- 1957** FMA is renamed as the International Festivals Association (IFA) with the addition of Pierre Trombley of the Quebec City Winter Carnival in Canada
- 1960** John Geisler serves voluntarily as Association Managing Director with office in St. Paul, Minnesota
- 1963** Madeline Neupert, IFA's first female member, becomes IFA's first female President
- 1969** Ken Walstad runs IFA office from Minneapolis, Minnesota in volunteer capacity as Executive Director
- 1976*** Logo changes to circle with IFA diamonds inside
- 1979** First non-U.S. Convention held in Edmonton, Alberta, Canada
- 1981** IFA Board Votes to have Commercial Organizations / Suppliers become Associate Members
- 1982*** Logo changes to black circle with gold globe inside
- 1983** CFE (Certified Festivals Executive) Professional Certification Program Approved, in Association with Purdue University
- 1984** Herb Melleney becomes first full-time, paid Executive Director, with office in St. Petersburg, Florida
- 1984** First CFE (Certified Festivals Executive) Seminar Held at Convention
- 1986** First Convention outside of North America held in London, England
- 1987** IFA Silent Auction created
- 1988** Don Lunday becomes IFA Executive Director, with office in Pasadena, CA
- 1988** IFA Board Votes to Recognize Commercial Organizations / Suppliers as Full Members, with No Differences in Membership
- 1989** First Dixie Flag Hospitality Suite hosted at IF(E)A Convention
- 1990** Bruce Skinner, CFE(E), takes over as IF(E)A President, with office in Port Angeles, Washington
- 1990** Association CEO position title changed from Executive Director to President; Board President title changes to Board Chair
- 1990** *Festivals* newsletter founded
- 1992** IF(E)A / Miller Brewing Company Hall of Fame Created
- 1992** IF(E)A Europe Founded
- 1992** International Festivals Education Association Incorporated (Foundation)
- 1993** IF(E)A Foundation Officially Founded
- 1993** IFA Professional Resource Library established
- 1994** U.S. State Chapters formed
- 1994** *IF(E)A Today* Chapter Newsletter introduced
- 1994** *Festivals* newsletter upgraded to magazine format
- 1994** IF(E)A takes lead role in IRS Sponsorship Taxation Lobbying Effort
- 1995** IF(E)A / Haas & Wilkerson Pinnacle Awards Created
- 1996** Association name changed to International Festivals & Events Association (IFEA) to reflect evolving industry make-up
- 1996** Logo changes to blue tone elongated globe with red swoosh mark
- 1996** IFEA Australia Founded
- 1996** IFEA goes On-Line with first Web Presence
- 1997** IFEA Board undergoes restructuring process, cuts numbers from 52 to 18, institutes new policy governance system
- 1998**

1998 Eric Martin, Esq., CFEE, becomes IFEA's first minority Board Chair

2001 Steven Wood Schmader, CFEE, selected as new IFEA President & CEO, with office in Boise, Idaho

2001 *Festivals* magazine upgraded to new name and format - *ie: the business of international events* to better reflect the global industry

2001 IFEA Annual Convention, scheduled for Boston, is postponed for first time ever in response to September 11th terrorist attacks on the United States, and moved to January of 2002 in Las Vegas, Nevada

2001 IFEA / Zambelli Fireworks Internationale Volunteer of the Year Award Created

2001 IFEA Singapore Founded

2002 IFEA web site upgraded and in-house Webmaster position added

2002 Logo modified to current version, adding dimension and green color to global continents

2002 IFEA *Affiliate Connection*, 24/7 on-line newsletter, replaces *IFEA Today*

2003 Thérèse St-Onge, CFEE, of Canada becomes IFEA's first non-U.S. Board Chair

2003 CFEE (Certified Festival & Event Executive) Professional Certification Program Updated and Renamed

2003 IFEA Academy of Event Education Created to oversee education and certification program

2004 IFEA *Weekly Update*, on-line news format, introduced

2004 U.S. Regional Directors and Affiliate Partners replace chapter management system

2004 IFEA commits as Founding Sponsor of new e-SAFE On-line Safety and Security Program in association with Temple University

2004 Industry Association Alliance formed with IFEA, IAAM, IAFE, IAAPA and OABA as founding members

2005 "ie" Magazine available on-line for faster and easier access by international members

2005 IFEA China Founded

2005 IFEA Asia Founded

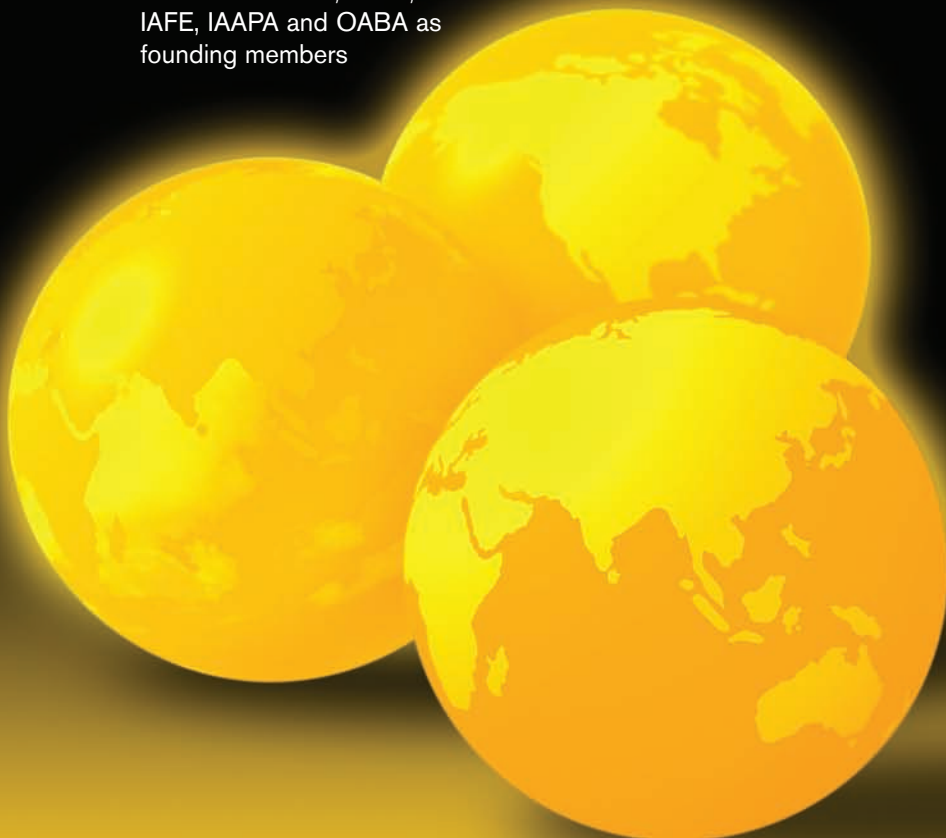
2005 IFEA Co-Sponsors Festivals & Events Conference in Dubai, United Arab Emirates

2005 IFEA Middle East Founded

2005 IFEA Latin America Founded

2005 IFEA Celebrates 50th Anniversary as "The Premiere Association Supporting Festival & Event Professionals Worldwide"

* Estimated Dates



50 Years of IFEA Convention Locations

1956	New York City	1991	Pittsburgh, Pennsylvania
1957	New York City	1992	Rotterdam, The Netherlands
1958	New York City	1993	San Antonio, Texas
1959	New York City	1994	St. Paul, Minnesota
1960	Tampa, Florida	1995	Vancouver, British Columbia, Canada
1961	New York City	1996	Orlando, Florida
1962	New York City	1997	Montreal, Quebec, Canada
1963	New York City	1998	Denver, Colorado
1964	New York City	1999	Phoenix, Arizona
1965	New York City	2000	New Orleans, Louisiana
1966	New York City	2001	Postponed due to Sept. 11th Terrorist Attacks on U.S.
1967	Memphis, Tennessee	2002	Las Vegas, Nevada (January)
1968	Pasadena, California	2002	Louisville, Kentucky (November)
1969	St. Petersburg, Florida	2003	Anaheim, California
1970	Minneapolis / St. Paul, Minnesota	2004	Boston, Massachusetts
1971	Honolulu, Hawaii	2005	San Antonio, Texas (50th Anniversary)
1972	San Antonio, Texas		
1973	St. Petersburg, Florida		
1974	Louisville, Kentucky		
1975	Seattle, Washington		
1976	Atlanta, Georgia		
1977	Honolulu, Hawaii		
1978	Indianapolis, Indiana		
1979	Edmonton, Alberta, Canada		
1980	Corpus Christi, Texas		
1981	Anchorage, Alaska		
1982	Halifax, Nova Scotia, Canada		
1983	Phoenix, Arizona		
1984	Milwaukee, Wisconsin		
1985	Knoxville, Tennessee		
1986	London, England		
1987	El Paso, Texas		
1988	Ottawa, Ontario, Canada		
1989	Palm Springs, California		
1990	Miami, Florida		



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IFEA 50th Anniversary History

The Founding Fathers

In 1956, John Geisler, then director of the St. Paul (Minnesota) Winter Carnival, set out to create a forum where managers and executive directors of the nation's festivals could get together to share ideas and information. Geisler had been influenced by Robert Meyer's *Festivals U.S.A.* in which the contributing writer for *The New York Times* reported on his travels to America's festival cities.

Geisler contacted Meyer and told him of his idea to form a national festival association. Meyer was intrigued and agreed to meet Geisler and Max Colwell, then manager of the Portland Rose Festival, in Oregon in June of 1956, to discuss the concept. The three men enthusiastically supported the idea of bringing together festival managers in a formal group. Geisler offered to host a one-day meeting in St. Paul later that summer to explore the proposal further.

Invitations were issued, and six festival managers traveled to the Twin Cities to meet with Geisler, Colwell and Meyer. The group included a cross-section of some of the most influential festivals in the United States. Those in attendance included Reynolds Andricks of Fiesta San Jacinto in San Antonio; Charles Gillett of New York is a Summer Festival in New York City; Roy Erickson of the near-by Minneapolis (Minnesota) Aquatennial; Clarence Arata of the Washington (D.C.) Cherry Blossom Festival; Joseph Mickler of the Ye Mystic Krewe of Gasparilla Pirate Festival in Tampa, Florida; and Walter Van Kamp of Seattle (Washington) Seafair.

The eight festival managers in attendance were unanimous in their intentions to proceed with creating a formal trade association. The group scheduled a fall meeting for the Park Sheraton Hotel in New York City and invited festival managers from across America to attend. Meyer lined up nationally-known speakers from the media to address the festival managers, who promptly voted to form the Festival Managers Association (FMA). In 1957, when Pierre Trombley of Canada's Quebec City Winter Carnival asked to join, the directors unanimously agreed to renaming the organization the International Festivals Association (IFA).

John Geisler was elected IFA's first president. Nearly 40 years later, when he was elected to IFA's

Hall of Fame, Geisler expressed pride "to have been a part of what has now become an internationally recognized organization and thrilled that it has grown to such great numbers."

IFEA First Meeting Attendees

The IFEA began as a spark of a vision by John Geisler, of the St. Paul Winter Carnival, with the help of Robert Meyer, the author of *Festivals U.S.A.* and several other top industry leaders of their time. We know from recorded minutes that there were 14 original attendees at the first official meeting held on October 31st, 1956 in New York City. The following is a list of those attendees to the best of our knowledge.

John Geisler	St. Paul Winter Carnival St. Paul, Minnesota (President)
Robert E. Meyer, Jr.	Festival Information Service and Author of <i>Festivals U.S.A.</i> ; New York City (Executive Secretary)
Joseph R. Mickler	Ye Mystic Krewe of Gasparilla Pirate Festival; Tampa, Florida (Vice President)
Reynolds L. Andricks	Fiesta San Jacinto San Antonio, Texas (Treasurer)
Roy Erickson	Minneapolis Aquatennial Minneapolis, Minnesota
Jack Batten	Wichita Mountain Easter Sunrise Service; Lawton, Oklahoma
Dr. Alfred Shoemaker	Pennsylvania Dutch Folk Festival Bethel, Pennsylvania
J.H. Van Aernam	Albany Tulip Festival Albany, New York
Jack Golbert	Festival of Seven Arts Pike, New Hampshire
Charles Gillett	New York is a Summer Festival / NYCVB; New York City
John D. Meyers	Rose Festival; Newark, New York
Walter A. Van Camp	Seattle Seafair; Seattle, Washington
Clarence Arata	National Cherry Blossom Festival; Washington, D.C.
Max Colwell	Portland Rose Festival Portland, Oregon

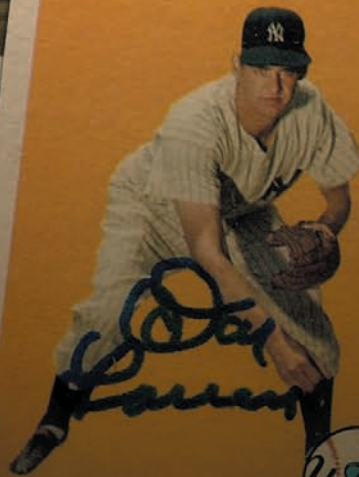


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IFEA 50th Anniversary History

The First Meeting

IFEA came to life at a day-long meeting at New York's Park Sheraton Hotel on October 31, 1956. U.S. President Dwight D. Eisenhower was less than a week from re-election, and New Yorkers were still reveling in the World Series perfect game pitched by the Yankees' Don Larsen against the Brooklyn Dodgers just three weeks before. Overseas, the world was in Turmoil that October Wednesday. British, French and Israeli commandos were battling Egyptian troops holding the Suez Canal as the United Nations met in emergency situation on the other side of Manhattan Island. In Budapest, 1,000 Soviet tanks were massing to crush a revolt by Hungarian rebels.

Meanwhile, delegates to the inaugural meeting of what would evolve into the International Festivals & Events Association (IFEA) were ready to go shortly after breakfast. Robert Meyer Jr., the New York writer and freelance communications consultant who had called the meeting, noted that "the earnestness and sincerity of delegates became evident early on the morning of the meeting. They were ready for business at 9."

Meyer welcomed the delegates and immediately moved that John Geisler, managing director of the St. Paul Winter Carnival, whose idea it was originally to form a Festival Manager's Association, "be asked to serve

as chairman until election of officers at the afternoon session."

Geisler took the gavel from Meyer and immediately got down to business. Geisler said the new association would be formed to address four issues which festival managers had indicated were paramount in their line of work: Finances, publicity, attendance and attractions. Geisler opened the floor to comments from the delegates, and it quickly became obvious that "finance and publicity were uppermost in the minds of all," Meyer reported.

Since publicity was scheduled to be the topic of the luncheon session, Geisler recommended that financing festivals be the major topic of discussion at the afternoon session. The motion carried unanimously.

Meyer had lined up an impressive group of speakers for the luncheon. Meyer, whose book, *Festivals U.S.A.* had sparked Geisler's interest in creating an association of festival managers, had superb contacts in the nation's travel and entertainment media. Those chosen to speak at the Association's first luncheon included Harriet LaBarre, associate publisher of *Cosmopolitan Magazine*; Lois Winston, director of research for NBC-TV's *Wide Wide World*; Arthur Perles, assistant director of press information for CBS-TV; and Paul Showers, associate travel editor for *The New York Times*.

Following the luncheon, the delegates discussed finances and

then proceeded to the organizational part of the meeting. The group voted to approve the name, Festival Managers Association (FMA), and set dues at \$25 for members whose annual festival budget was less than \$50,000; all others were assessed dues of \$100 a year. Robert Meyer Jr. was named FMA's first executive secretary. He quickly rented a post office box at 123 Cooper Station as the Association's first address.

Following the organizational portion of the meeting, delegates then turned to the important matter of electing a slate of officers for 1956 and 1957. John D. Meyers, executive secretary of the Rose Festival in Newark, New York, took the floor to propose a slate of candidates. Meyers nominated Geisler for President; Joe Mickler of the Ye Mystic Krewe of Gasparilla Pirate Festival in Tampa, Florida for Vice President; Reynolds Andricks of Fiesta San Jacinto in San Antonio, Texas for Treasurer; and all remaining charter members for the board of directors. Nominations were quickly closed, and Meyers' slate was elected by acclamation.

Following the meeting, Robert Meyer sent a news release announcing the formation of FMA to all of the hometown newspapers of the charter members. Meyer also sent dues statements to each member and engaged a printer to print letterheads for the new organization. The dream had officially begun.

The image shows a vintage Philco television set against a warm, golden-yellow background. The television has a large, rounded rectangular screen with a grey mesh texture. The screen displays the title 'Publicity and Finances' in a white, elegant script font. The word 'Publicity' is on the top line, and 'and Finances' is on the bottom line, set against a dark rectangular background. The television's frame is a light tan color with a thin gold border. Below the screen is a dark maroon cabinet with a series of horizontal white stripes. On the right side of the cabinet, there is a circular dial with a blue and white face. Below the stripes, the word 'PHILCO' is printed in white capital letters, followed by a horizontal line and a small circular knob.

Publicity **and Finances**

PHILCO

IFEA 50th Anniversary History

Publicity & Finances

The two issues that charter members in attendance at the first annual meeting of the then Festival Managers Association in New York City on October 31st, 1956 were most concerned about were publicity and finances.

The four guest speakers at the luncheon, held in a ballroom at New York's Park Sheraton Hotel, gave the assembled managers some valuable tips on how to get publicity – what a later generation would call marketing and brand identity – for their festivals. The four speakers agreed on several basic strategies.

They advised the managers to set firm festival dates six months in advance of the actual event and to call local and state media frequently to remind them of that date. The travel and entertainment media representatives urged the festival managers to submit complete reports of festival events to their local media on a timely basis, including photographs. 'Know your media' was a message that all four media representatives repeated.

In advice that presaged the electronic media age, the four media representatives gave delegates advice on how to get network television coverage of their festivals. Network television in 1956 was just beginning to supplant radio as a national entertainment medium. The media representa-

tives, two of whom worked for television networks, advised the festival manager to go to the owner of their local network affiliate for advice on how to get network coverage.

When it came to financing festivals, the second issue that was of most concern to festival executives in 1956, the managers themselves had numerous ideas to share. John Geisler of the St. Paul Winter Carnival and Roy Erickson of the neighboring Minneapolis Aquatennial told the group how they raised money for the two Twin Cities festivals through the sale of booster buttons. J.H. Van Aernam, chairman of the Albany Tulip Festival, related the story of how the festival canceled a social ball that made no money and replaced it with a very profitable community dance.

Jack Batten, executive director of the Wichita Mountain Easter Sunrise Service in Lawton, Oklahoma, described how his group forged an association with the local United Fund, while Dr. Alfred Shoemaker, director of the Pennsylvania Dutch Folk Festival in Bethel, Pennsylvania told how his group sold regional food and craft ware to help finance the festival.

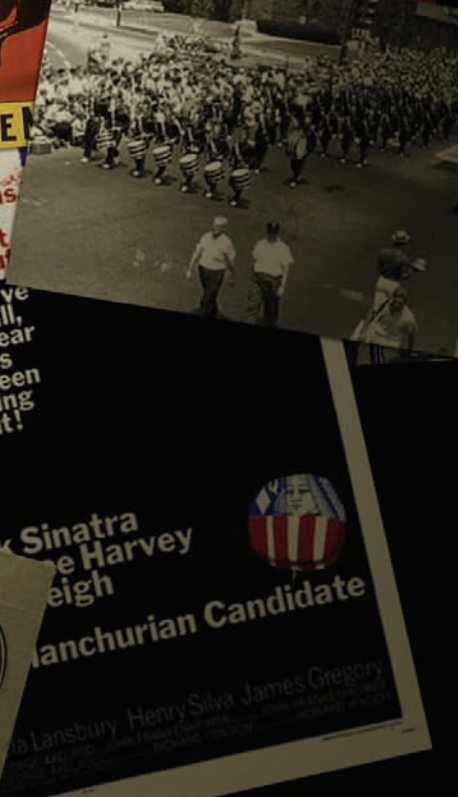
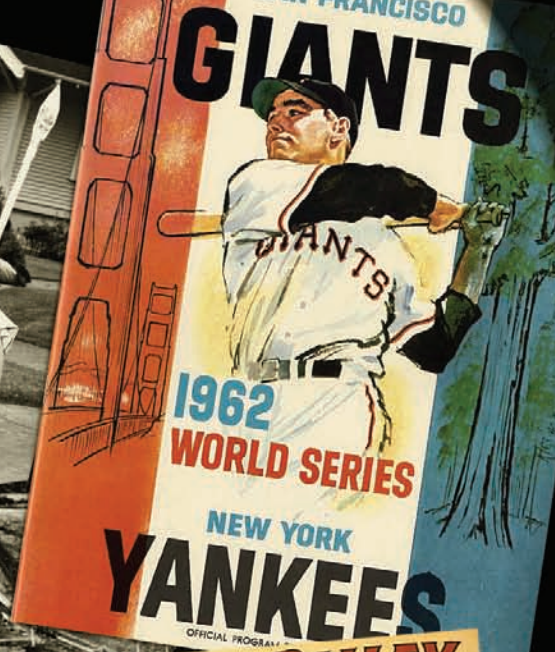
Several of the festival managers spoke of their experiences in booking and attracting name entertainment to their festivals,

including Charles Gillett of the Summer Festival in New York City. Jack Golbert, director of the Festival of Seven Arts in Pike, New Hampshire, told of how his festival greatly reduced the cost of providing professional entertainers by block booking acts.

Other festival managers shared their financing ideas with colleagues. Joe Mickler, executive officer of Ye Mystic Krewe of Gasparilla Pirate Festival, related how his festival relied on a paying membership plan which restricted attendance at festival social functions, but was so popular that there were waiting lists. Reynolds Andricks, managing director of Fiesta San Jacinto in San Antonio, discussed the role of float sponsorship in his festival's popular annual parade.

How to finance festival events remained a staple of IFA meetings from then on. Madeline Neupert, who was active in IFA throughout the 1960s and served as the Association's president in 1963, recalled that one of the great benefits of membership was the opportunity to learn how colleagues raised money for their festivals.

"The people from the Minneapolis Aquatennial gave me the idea of having the local bank sell festival tickets at their branches," Neupert said. "We controlled the tickets, but they did the bookkeeping."



IFEA 50th Anniversary History

Madame President

IFEA's first female member went on to become the Association's first female president.

Madeline Neupert was a Bridgeport, Connecticut native who has spent the past half-century in nearby Stratford, Connecticut. Neupert graduated from high school in her native Bridgeport in 1945 and worked as a legal secretary for nearly 15 years. During the 1950s, she became an active volunteer for the city's annual P.T. Barnum Festival, which got its start in 1949.

"P.T. Barnum was much more than a showman or circus operator," she said. "He developed a number of waterfront neighborhoods in the city and was actually elected Mayor of Bridgeport."

Neupert's volunteer activities with the Festival got her involved with the Parade of Champions and the American Legion Drum Corps competition. In 1956, Festival organizers asked Neupert to become executive director.

Neupert remembered how the Festival brought the community together. "It was a great equalizer," she said of the volunteer work that kept the Festival running smoothly. "For the guy on the factory floor, it was his chance to sit with the big guys. The fact that everyone was welcome was a great way to build volunteer participation."

Neupert added that the local ownership of what later became Fortune 500 corporations was of inestimable value to Festival organizers. "When I was executive director," she said, "I could pick up the phone and call the owner of Bridgeport Brass. Today, the corporations often make the decisions when it comes to local festivals, but the top people rarely participate."

Neupert joined what was still IFA in 1960, four years into her 12-year tenure as executive director of the Barnum Festival. At the time, she was the first female member of the Association. But there weren't all that many men who belonged to the organization, either. "I think there were only about six or eight people at the first meeting I attended," Neupert laughed.

Meetings in the early 1960s were far more informal and less elaborate than they later became. Neupert recalled that at the time, all of the Association's meetings were held at the Summit Hotel in New York City. "We didn't need too large a room," she said. "We met once a year, and we were in touch the rest of the time by phone and by mail. We didn't have e-mail then."

Neupert was elected vice president of the Association in 1962 and became president the next year. She noted that John Geisler and Ken Walstad, founding members of the Association and directors during her term as president, would typically take the train out from Minneapolis several days prior to IFA meetings to confer with Neupert. "All we would talk about was festivals," she said. "There was no discussion of world affairs, no conversation about religion, no debate about politics – only about festivals."

Neupert described her presidency as uneventful. "There was not an awful lot involved," she said. "You'd be responsible for getting a couple of speakers for the meeting. And you'd have to line up hospitality rooms where we would inevitably stay up all night talking."

One of the fondest memories of Neupert's years in IFA was how casu-

al those early meetings were. In the 1960s, there was no annual banquet. "Who wants to go to dinner?" Neupert would ask late in the afternoon, pairing up members by their preference that evening for steak, or Italian, or Chinese.

"Our meetings were obviously informal," Neupert added. "We did have speakers in those days, but the talent was in the gathering of the members themselves."

Madeline Neupert stayed active with IFA through the late 1960s. In 1968, she resigned as executive director of the Barnum Festival to raise a family. She did association work on the side, and after her children were raised, finished her career as coordinator of corporate compliance programs for General Electric Corp.

She never forgot those early years with the Association. "The thing I remembered most about the IFA was the people," she said. "We all had something in common. I grew a great deal because of my exposure to those people. Because of the small numbers, we were just such a tight-knit group."

Neupert paved the way for other talented female festival executives who would serve as president of IFA. The Association's second female president was Josephine Hauck of Indianapolis. Hauck, the executive director of the Indianapolis 500 Festival from 1962 to her retirement in 1992, served as president of the Association in 1967 and 1968. By that time, IFA membership represented 125 of the nation's better known festivals. IFA's third women president in less than a decade, Dorothy Walkmeyer of the National Cherry Festival in Traverse City, Michigan, headed the organization in 1972.



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IFEA 50th Anniversary History

The Walstad Years

Because of its small membership, the International Festivals Association couldn't afford to hire an executive director in the early years. Instead, the Association relied on the good will of its volunteer officers and members to handle the administrative duties that kept the IFA operating on a day-to-day basis.

In the 1960s and 1970s, much of that administrative load – sending out invoices, lining up convention speakers, publishing and mailing newsletters – was handled from the Twin Cities of Minneapolis and St. Paul. John Geisler, the executive director of the St. Paul Winter Carnival and first president of the IFA, established the tradition of the IFA president being responsible for management of the Association. Ken Walstad, who succeeded IFA charter member Roy Erickson as general manager of the Minneapolis Aquatennial in 1961 and served as IFA president in 1964, effectively ran the IFA from his Minneapolis office from 1969 until 1983.

"Ken was just a number one guy," Janice Meyer, longtime executive director of the Pro Football Hall of Fame Festival in Canton, Ohio, and IFA president in 1983, said. "Ken was the executive director all those years, and he was also the managing director of the Aquatennial until his death in 1983. Everybody just thought the world of him."

Herb Melleney, who headed the Festival of States in St. Petersburg, Florida for more than two decades and succeeded Walstad as the IFA's executive director, recalled that his predecessor had abandoned a calling as a Lutheran minister to follow a career in festivals and public relations.

"If I had a mentor in this business," Melleney said, "it would have to be Ken Walstad. He was always such a giving guy."

Madeline Neupert, longtime executive director of the P.T. Barnum Festival in Bridgeport, Connecticut and 1963 IFA president, described her colleague Walstad as the person who really made the International Festivals Association a reality.

"Ken described for the rest of us, as far back as the 1960's, what the IFA could be," Neupert said. "He understood that Festivals would some day be big business and that the European and other international components would be a big part of the IFA. And Ken was the first person I knew to look at the impact that a festival had on the local economy."

For much of the time that Walstad ran the IFA from his offices in Minneapolis, Nancy Johnson, his administrative assistant at the Aquatennial, was the voice on the telephone that everyone in the Association knew. "Nancy was the organization's

number one person," Herb Melleney said. "She was, in effect, the IFA secretary."

During Walstad's tenure as executive director of the IFA, the Association grew slowly in membership but took some giant steps, nevertheless. In 1983, Walstad, Janice Meyer and Jo Hauck, executive director of the Indianapolis 500 Festival, convinced Purdue University in West Lafayette, Indiana to partner with the Association in an innovative Certified Festivals Executive program (CFE).

"Ken and I flew into Indianapolis and met Jo," Meyer recalled. "The three of us drove to Purdue, and we met with the president of the university and the dean. We had settled on Purdue because we wanted to be associated with a school that was prestigious and influential. Plus, Jo knew the president of Purdue through the 500 Festival."

The IFA held its 1983 annual meeting in Phoenix. Ken Walstad had been hospitalized in Minneapolis the week before, but got up from a hospital bed against his doctor's orders to attend the IFA convention. While in Phoenix, Walstad died in his sleep in his hotel room.

He was greatly missed. "I grew a lot because of my exposure to people like Ken Walstad," said Madeline Neupert.



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IFEA 50th Anniversary History

Interregnum

Herb Melleney takes great pride in the fact that he was able to make the job of executive director of IFA a full-time paid position. Melleney, who attended his first IFA meeting in 1962 at the Summit Hotel in New York City, served as the Association's first full-time executive director from 1984 to 1988.

Melleney followed the immensely popular Ken Walstad, who had passed away in his sleep at the 1983 Phoenix Convention. Melleney's first task was to transfer the Association's records from the office of the Minneapolis Aquatennial, where Walstad had been the managing director since 1961 and IFA's volunteer executive since 1969.

"What I got from Minneapolis was a very small plastic box with 3X5 cards listing membership information," Melleney recalled. "At the time, we only had about 70-75 members."

Melleney brought a lifetime of festivals experience to his tenure as IFA's executive director. The son of a U.S. Air Force officer, Melleney grew up on a succession of military bases. Melleney himself served in the Air Force during the Korean War and after and wound up in California selling ski packages at Squaw Valley. He moved back east in 1956 and spent the next six years in advertising with Shell Oil and the McCann Erickson Agency.

Melleney got into the festivals business in 1962 when he was hired by the Festival of States in St. Petersburg, Florida. The

Festival had been in business since 1917 and had joined IFA in 1960. Melleney's first convention in the fall of 1962 was an eye-opener. "We didn't need a meeting room," he recalled. "I think there were only about seven people in attendance. We just got a hotel room and moved the bed out into the hall."

Because he was a member of the organization just six years after it was formed, Melleney worked closely with the founders of the organization, including John Geisler of the St. Paul Winter Carnival, Joe Mickler of the Ye Mystic Krewe of Gasparilla Pirate Festival in Tampa, and Leon Cazin of the Latin American Fiesta in Tampa's Ybor City.

Melleney had the highest regard for Geisler, who started in festivals immediately after World War II in South Dakota and managed the St. Paul Winter Carnival from 1952 to 1970. "John was just a very unique guy," Melleney described Geisler, who died in 2002. "We called him our knight in shining armor. He would go anywhere and ask anybody for anything. He had a real knack for putting stuff together. He was extremely well thought of in this business."

Melleney worked his way up through the chairs of the Association in the 1960's and served as IFA's President in 1970. Along the way, he hosted two conventions in St. Petersburg and knew everybody in the festivals business nationwide.

Shortly after Ken Walstad died in Phoenix, Melleney retired as

executive director of the Festival of the States. When the IFA board asked him to take over the reins of the Association in 1984, Melleney agreed, but with the stipulation that the management of the organization be put on a more professional basis. Melleney's salary for the next four years was \$15,000 a year, and he was given enough of a budget to hire two part-time staffers.

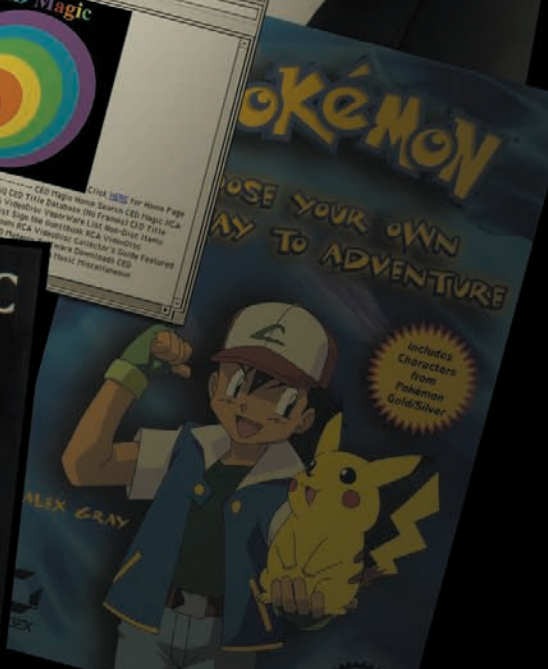
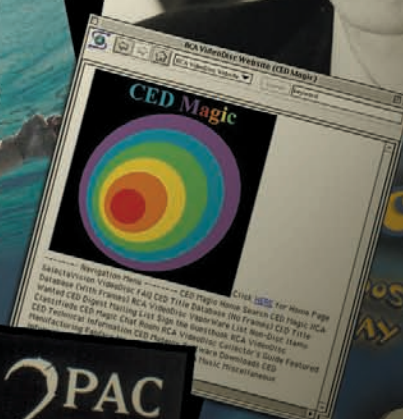
"I still had to furnish the office out of my own pocket," he said.

One of Melleney's primary goals during his four years as executive director was growing IFA's membership. "I started going out and beating the bushes," he said. "One of our major thrusts was to help the small festivals, most of which were staffed by volunteers. We operated from the philosophy that there was no reason an insurance salesman should necessarily know how to run a parade."

In four years, Melleney and his staff increased membership in IFA four-fold, to 300 members.

"We were all about the sharing of ideas," he said. "We pitched ourselves as a networking organization. None of us were really competitors, so there were no secrets. We were always very clean, very open."

In 1988, with Melleney's retirement, management of the IFA became the responsibility of Don Lunday, a longtime member and supporter of the IFA and festivals in general. Lunday moved the office to Pasadena, California during his brief, two-year tenure as executive director.



IFEA 50th Anniversary History

The Growth of IF(E)A

Bruce Skinner, IFEA's president from 1990 to 2001, was a former chair and longtime board member when he took over day-to-day administration of the Association.

A native of Port Angeles, Washington, where he still resides today, Skinner was a University of Washington journalism graduate who embarked upon a career in athletics administration in 1968. Following stints with the University of Washington athletics department, the NCAA in Kansas City, the NBA's Houston Rockets and a newspaper in Longview, Washington, Skinner joined the staff of the Fiesta Bowl in 1973.

For the next seven years, he served as assistant executive director of the Phoenix-based holiday football bowl. In 1980, he was named the Fiesta Bowl's executive director, a position he held for the next decade. During the 1980s, Skinner was instrumental in the Fiesta Bowl's successful bid to crack the coveted New Year's Day bowl-game lineup, moving the game to January 1st in 1982. Skinner created a 60-event festival, including a nationally televised parade and football classic. The bowl game's budget escalated from \$1.5 million to \$11 million on Skinner's watch, while the

pay-out for team's competing in the New Year's classic increased more than six-fold, from \$475,000 to \$3 million.

Bruce Skinner became a member of IFA in 1977. He was elected to the Association's board in 1980, was chairman in 1983-1984, and "served on the board every year except one between 1980 and 1991."

'Pages and Pages of Notes'

Skinner will never forget his first IFA convention in Honolulu in 1977. "There was a grand total of 77 attendees," Skinner said, "and 11 of them were from the Anchorage Fur Rendezvous."

But what the convention lacked in attendance, it more than made up for in the warmth of the welcome it afforded the assistant executive director of the Fiesta Bowl. "I was absolutely amazed at the depth of knowledge of the attendees. And there was just such an eagerness to share. I was even more amazed at how willing everybody was to share information. I came away with pages and pages of notes."

Skinner admitted he has "never had an original idea. I've stolen a lot of my best ideas. But I learned so much from those early IFA members." He was in the first

class that received its CFE (Certified Festival Executive) designation from Purdue University in 1986, and when he left the Fiesta Bowl after 17 years in 1990 to do consulting, the Association was his first client. Later that year, executive director Don Lunday, who served in that position from 1988 to 1990, left the IFA and Skinner was asked to replace him as president of the organization. This also represented an organizational title change reflective of the changing industry the IFA represented. The Association's CEO position changed from executive director to president and the IFA board president position now became the board chair.

"Even though I had an athletics background," he said, "at the Fiesta Bowl, the philosophy was to expand into other events. We realized that only 20 percent of America reads the sports pages. We always wanted to appeal to the other 80 percent."

That was a similar philosophy that Skinner brought to the IFA. The festival and events business was undergoing a sea of change at the time, with corporate sponsorships taking an ever more prominent role in the financing of North America's events. The 1984 Los Angeles Olympics had

brought the idea to the forefront of festival and event planners' agendas when Olympic organizers sold corporate sponsorships and made a profit – with little or no support from federal, state or local governments.

"They had to find a way to get revenue," Skinner said. "And corporate America found it could sell products by sponsoring festivals and events for a lot less money than it was spending on traditional advertising venues. The level of corporate sponsorship in this business rose dramatically."

According to several industry sources, corporate sponsorships of festivals and events skyrocketed from \$182 million in 1982 to more than \$2 billion five years later. By the time Skinner took the reins of the IFA, corporate sponsorships were having a decided impact on the growth of festivals and events nationwide.

Upgrading the Organization

Skinner's number one goal when he took the reins of IFA in 1990 was to continue building the Association's membership. Herb Melleney and Don Lunday had increased membership during the mid- to late 1980's, and when Skinner was named president, the IFA numbered 414 members.

"I wanted to make the IFA the organization that people in the festivals and events industry would have to join," he said.

Skinner realized that to increase membership, he had to upgrade the organization itself. "That was a key part of our growth strategy," he said. "We had to develop an organization that was more than just a

place to get together, have a few drinks and share information."

To that end, Skinner moved to improve the Association's conventions. "The convention was always very good at fellowship," he noted. "And as a member, I knew that the first couple of times you attended a convention, you learned a lot. But then it dropped off after two or three conventions."

The IFA began bringing in paid keynote speakers such as Al Roker of NBC-TV. The Association also started bringing in more outside professional speakers. Finally, the IFA made vendor/supplier members much more important to the Association's future growth. Vendor/supplier members were given a full vote in the Association's affairs in 1988 and as a result the Association's annual trade show, held in tandem with its annual convention, began taking on a larger role of importance. Many vendors and suppliers also took on critical roles as sponsors of the Association's programs.

The proof was in the pudding. In 1990, the year that Skinner was named president, the IFA's Pittsburgh convention drew 380 attendees. In 2000, the Association's New Orleans convention welcomed more than 1,100 attendees.

In 1992, IFA created the International Festivals Education Association, which quickly took on the moniker of the International Festivals (& Events) Association Foundation in 1993, to provide a vehicle in which people could further support the Association and industry. At the same time, the Association estab-

lished a professional resource library to provide an industry data reference that members could tap when seeking information.

"All of that work got us to about 1,000 members," Skinner said. "In the mid-1990s, we started reaching out and marketing to regional and smaller events at the state level." Simultaneously, the Association also expanded its membership to include more international events, particularly in Europe and Australia, but while successful, the real growth area came from the increase of state and regional events, many of them now backed by the growth of corporate sponsorships.

"A lot of niche events started during the 1990's," Skinner said, "like arts events and book festivals. That was reflected in our membership growth." Before the 1990's, the typical IFA member represented the largest event in a specific city, such as the 500 Festival in Indianapolis, Seafair in Seattle, the Portland Rose Festival or the Kentucky Derby Festival in Louisville. Since that time, however, dozens of regional and statewide festivals from every one of the 50 states have joined the IF(E)A.

"So many new events have been created in the past 20 years," Skinner said. "IFEA has been the most incredible organization I've ever been involved with."

In 1996 the IFA officially changed its' name, from the International Festivals Association (IFA) to the International Festivals & Events Association (IFEA), further broadening its' membership and representation to include all events.

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IFEA 50th Anniversary History

IFEA in the 21st Century

Steve Schmader's tenure as president and CEO of the IFEA didn't start out quite as he had expected. Less than six months after assuming leadership of the Association in 2001, Schmader had to cancel the IFEA's annual convention when terrorists crashed airplanes into the World Trade Center and the Pentagon on September 11th, 2001, creating dramatic and unexpected new challenges for both the association and the industry, with economic and protocol ripple effects reaching into the areas of sponsorship, membership, travel and tourism, safety and security, programming and beyond.

"As we watched those still unimaginable images unfold before us on television, I don't think that anyone could imagine their impact on the world in so many ways. We had to cancel our convention for the first time in the 46 year history of the Association," Schmader said. "It was originally scheduled to be in Boston four weeks after 9/11."

Schmader noted that the convention is the Association's biggest money-maker. "Given that fact, we decided to postpone it until January 2002 in Las Vegas," Schmader said. "That meant we would also have a convention in the fall of that year, as well; But we couldn't afford not to have it, even though attendance still dropped dramatically."

In the nearly five years since the nation's festivals and events community was turned upside down by

the terrorist attacks, IFEA has recovered strongly from its early 21st century setbacks. Schmader noted that as IFEA celebrates its 50th anniversary, "we've been pretty successful at pulling ourselves out of that hole. We just finished our most successful year ever and the future is looking much brighter."

'The Next Herb Alpert'

Steve Schmader had unknowingly prepared for his 2001 assignment as IFEA's president and CEO for most of his professional career. A Charleston, West Virginia native, Schmader was accepted to travel and perform for a year with Up With People, the international, educational and musical program. That experience turned into a direct route to a career in festival and event management.

"I had played trumpet since third grade," Schmader said, "and my goal was to be the next Herb Alpert. I went on the road with Up With People, and they sent me out on an advance promotion team to set up cities for UWP's appearances, which opened up a whole new door for me."

Schmader noted that "In those days very few people purposely planned to go into event management as a career. Most people didn't think about it as a business or an industry. But I liked it, was good at it, and was fortunate enough to have the opportunity to pursue it."

Before degrees in event management were a reality, Schmader

was allowed to design a customized degree program, under the umbrella of Business Management/Marketing, that helped prepare him for his career. While working, he attended West Virginia State College, the University of Arizona, and graduated from the University of Phoenix, who asked him to produce their graduation ceremonies.

Up With People soon hired Schmader full-time, and he spent the next 12 years with the Organization. "I became their director of special events," he said, "arranging for and coordinating productions for Super Bowl halftimes, presidential inaugurations, the Macy's Thanksgiving Day Parade and others, at a far younger age than other organizations would have allowed me those opportunities."

Schmader helped produce UWP's 25th anniversary in Denver, and other corporate celebrations for Kodak, General Motors, Tenneco, Honeywell, Allstate and General Mills. It was during the General Mills program that he became close to a man he considers one of his mentors.

"I met Bob Jackson on that project," he said. "Bob had been on Walt Disney's personal staff when Disneyland opened in 1955. He was with General Mills when we met, and he hired Up With People to do a special event on the bridge between Minneapolis and St. Paul, with (famed choral director) Mitch Miller."

In the late 1980's, about the time that Schmader joined the IFEA as a representative of Up With People, he and Jackson were co-writing the book, *Special Events: Inside and Out*. "Bob had been hired as a consultant to the yet-to-be Boise River Festival, to write a feasibility study," Schmader said. "He suggested that they consider hiring me as the executive director of the new festival."

After consulting with Bruce Skinner, who was just then in the process of taking the reins of the IFEA, Schmader agreed to start the Idaho festival in 1990. "The Boise River Festival became very successful, very quickly," he said, "and a very important milestone in my life and career."

While guiding the Boise River Festival through the 1990's, Schmader became more active in the IFEA. He was a frequent speaker at IFEA conventions and seminars and a member of the IFEA President's Council. He served on the Association's board from 1993 to 2000 and was chairman of the IFEA board in 1999. The next year, Schmader was named President and CEO of IFEA.

Giant Steps Toward the Future

In 1993 when Schmader joined the IFEA's board of directors, the organization was "more of a gathering of friends," Schmader noted. "Everybody liked and respected everybody else and it was pretty informal in its operation. The board of directors was comprised of 52 people. It was all-inclusive and composed of a group of people who all just enjoyed getting together."

Skinner took the Association to new heights in membership during the 1990's, capitalizing on the growth of corporate sponsorships and starting dozens of state chapters. When Skinner announced his

plans to retire in 2000, IFEA embarked upon an international search for his successor. Schmader threw his hat into the ring.

He was intrigued with the opportunity to define a future direction for the festivals and events community worldwide. "There was no question," Schmader said. "IFEA was taking off. There were a lot of great people involved. And I was attracted by where it could go and what you could do with and for an entire industry."

In the end, the IFEA board unanimously elected to staff the position with Schmader, a person who had come up through the organization and who had a lifetime of experience in festivals and events. "The IFEA has never been run by an association manager, but always by someone from within the industry itself," Schmader said.

Schmader's only request was that he be allowed to remain in Boise. Skinner had run the Association out of his hometown of Port Angeles, Washington, and Schmader proposed to do the same out of his adopted hometown.

"I really did want to be here," he said. "I felt it was a little more centrally located, and Boise is the state capitol, as well as home to several Fortune 500 company headquarters. We're not a big advocacy group that has to be in Washington, D.C. We're principally designed to support the industry."

During the five years Schmader has guided the Association, he said that, "Ultimately, we have made a number of changes designed to ensure that we will still be around to celebrate our 100th anniversary. Our industry and the association business are both going through dramatic growth and changes right now. The options are to lead the way or get out of the game. The IFEA plans to lead the way."

"For the first time, the IFEA is working to unite our industry, worldwide. Fifty years ago, we didn't even know we were an industry. Today we've succeeded in opening up Asia, through our friends in China and Singapore; Europe; the Middle East; Latin America; Australia; and North America. We held a global panel session at our 50th anniversary convention and it was a veritable United Nations."

"We are working to increase the professionalism of our industry and the association, to upgrade our current programs and benefits, to improve our communication vehicles, keep pace with technology, enhance our education and professional development opportunities and resources, and to strengthen our network through new partnerships at every level."

But through it all, Schmader attributes the 21st century growth and success of the IFEA to the same basic formula that IFEA's founders started with fifty years ago – "the desire by those in our industry, worldwide, to openly share ideas, to learn from one another, and to be the best that we can be."

Schmader pointed out that festivals and events are an industry that has a huge impact on the world around us and that touches virtually every life on the planet. "We impact our communities, countries, the economy and our quality of life. It is our industry that will ensure that the world never loses touch with itself."

He added that he recently had the opportunity to discuss IFEA's 50th anniversary with Madeline Neupert, the organization's oldest living former chair. "Madeline paid us all a wonderful compliment," Schmader said. "She told me, 'You have really taken it where we all believed it could go.'"



Imagine That.

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Anniversary Toast

On the occasion of the IFEA's 50th Anniversary Reunion Convention in San Antonio, Texas, IFEA President & CEO Steven Wood Schmader, CFEE, made the following toast:

"This convention represents a special milestone for the IFEA; and no one understands milestones better than the festivals and events industry and the people in this room tonight. We create them every day; for families, communities, countries and humanity. Through the combined efforts and dedication of each of us here in San Antonio and our peers, past and present, around the world, who could not be with us, we have the unique honor of having touched virtually every life on the planet, peacefully and positively, through celebration. We are the memory makers. We tell the stories of those we serve, help to celebrate the world's achievements, bond people together and build community.

Tonight we pay tribute to our founders, whose dream has brought us all closer together for 50 years; to those no longer with us, who touched us as friends, taught us as professionals, and made us better; to our partners and friends close to home and around the globe, who will help us to touch the world in the years ahead with new dreams and possibilities never imagined; and to our IFEA "family" - past, present and future - to whom this "reunion" is dedicated; we raise a toast to you.

Happy Anniversary!"



IFEA 50th Anniversary V.I.P. Reunion Dinner



Special guests from throughout IFEA's first 50 years gather for a special dinner party at Sunset Station during IFEA's 50th Anniversary Reunion Convention in San Antonio, Texas, September 12th, 2005. The event was sponsored by Columbia College Chicago.

Photo courtesy Andrew Raikind

IFEA/Miller Brewing Company

Fall of Fame

the honor of a lifetime



Established in 1992, the IFEA/Miller Brewing Company Hall of Fame has grown to now represent the festivals and events industry's most prestigious honor. It was created to recognize and immortalize individuals whose exceptional hard work and significant achievements have helped to develop what was once the "field" of festivals and events, into the burgeoning, world-wide industry that it is today. There are currently 42 inductees in the Hall, with new candidates up for nomination each year.

Profiles of all inductees are kept on display at IFEA's World Headquarters and exhibited at IFEA annual conventions. New candidates are inducted at a special awards luncheon held in their honor at the IFEA's Annual Convention & Expo, as guests of the IFEA and program sponsor Miller Brewing Company.

The following are excerpts of inductee profiles that were written at the time of their induction.

1992 Martin Hanson

Formerly of The National Netherlands Winter Circus



shared his talents with the world by staging magical events.

As chairman of the Martin Hanson Organization, Hanson wears many hats. Each year in the depth of winter, Hanson leads the National Netherlands Winter Circus. The real-live circus tours throughout major Dutch theatres each December and January. Hanson also organizes Sunday Morning Concerts for 16 weekends in Rotterdam's Doelen (large theatre); as well as grand openings of new highways in Holland, complete with fancy fairs and entertainment.

He cites the grand opening for the highway between Holland and Germany as his most memorable experience. The event drew 500,000 visitors.

"The greatest attraction that the festival industry offers me is the fact that I can bring enjoyment to people by organizing events for them," he said.

Hanson feels that his greatest accomplishments in the special events industry

There's an element of magic to Martin Hanson's events. Chosen as the World Champion Illusionist, or magician, in 1970, Hanson has

was to organize the Rotterdam Worldport Regatta. Featuring Formula One power boat races, it was the biggest water event in Europe, with more than 600,000 visiting the harbor. He has also developed an exchange program with the Pittsburgh Three Rivers Regatta in the U.S. where they exchange regatta entries. They met through involvement in the IFA.

Hanson is also president of European Folklore Limited, which exports Dutch folklore acts to countries outside of Europe.

"I feel very proud to have been selected to the IFA/Miller Hall of Fame," he added.

1992 Ned Harden

Formerly of the Circleville, Ohio Pumpkin Show



When The Circleville Pumpkin Festival had its beginning in the fall of 1903, Ned Harden had no idea that it would become his life's

work! For a total of 55 years, Ned donated much of his time as a volunteer for the festival, with ten of those years representing the Festival as its Director.

Over the years, Ned has received many honors for his dedication and service to the Circleville Pumpkin Festival includ-

ing: the Ohio Governor's Award for Community Involvement; the Legion of Honor Award from the Ohio Festivals & Events Association in 1991; and The Paul Sherlock Award in 1985 for outstanding accomplishments within Ohio's Tourism Industry.

During this time, Ned also became involved with the International Festivals Association in 1979 and served as its President for one year. In addition, Ned helped to found the Ohio Festivals & Events Association in 1943 and later served as their President from 1976 to 1977.

Created to invite the farmers of the Circleville area to display fruits of their harvest on the streets of Circleville, business interests of the town supported The Circleville Pumpkin Festival with vigor. This same spirit still moves the citizens of Pickaway County, as this annual event now attracts world-wide attention and acclaim, bringing in over 400,000 visitors to this small community of 12,000 people each year in October. It is now considered one of the major festivals in the United States.

1992 Josephine Hauck, CFEE (D) Formerly of the Indianapolis 500 Festival



Josephine Hauck served as the Executive Director of the 500 Festival for nearly three decades, transforming it into one of the greatest

festivals held in the state of Indiana and throughout the nation.

Founded by civic leaders in 1957, the 500 Festival was created to celebrate the Greatest Spectacle in Racing, the annual running of the Indianapolis 500. Each year she would lead her board and thousands of volunteers in producing the 'merry month of May' in Indianapolis. Her leadership and strong demeanor led her to affectionately be known as "General Jo".

Jo believed strongly in the need for festival planners to share their enthusiasm, ideas and experience for the betterment of all festivals. She is credited with founding the Indiana State Festivals Association in 1973. An award in her name was established in 1993 and is still given annually at the Indiana state convention to an individual who has contributed significantly to the building of festivals in the state of Indiana. Jo also received the prestigious Sagamore of the Wabash award from two different

Indiana Governors. The award is the highest honor the Governor of Indiana can bestow upon one of its citizens.

Jo was an IFA founder as well. She worked tirelessly networking with festivals across the country and led the organization in its early years. She attended the annual convention regularly with her husband Kenny whom she met while he was serving as President of the 500 Festival in 1967. They were a concerted team and each other's biggest supporter. She continued to be active in festival work even after her retirement from the 500 Festival in 1992.

Editor's Note: Josephine Hauck, CFEE, passed away in 1997.

1992 Dan Mangeot, CFEE (D) Formerly of the Kentucky Derby Festival



While thousands of people work to make the Kentucky Derby and the festival events a success, Kentuckians know that for 17 years one man stood out in his

commitment and drive to nailing down every last Derby Festival detail. That man was Dan Mangeot, the Kentucky Derby Festival's long-time President. Although no longer with us, Dan leaves behind a legacy and equally important, many, many devoted friends and colleagues.

Described by some as a 'legend' and by others as a 'father figure,' Dan did the impossible. He took a legendary event and somehow made it even better. Under his management, attendance at Derby Festival events doubled to 1.5 million, while the economic impact on the community grew from \$17 million to \$53 million.

When Dan decided to focus on something, the outcome was inevitably a huge success. Whether it was selling more Derby Pins--going from a few thousand a year to 600,000 a year--or instituting a Derby Festival poster--a regular award winner--he knew how to deliver. But Dan was about more than ringing up financial successes. He knew how to create a sense of community ownership in an event. Every year the entire community not only had a sense of pride in the festival activities surrounding the Derby, but a stake in seeing them succeed. Dan couldn't imagine doing things differently. Community ownership translated into a Board of Directors truly representative of Louisville's diversity.

It's true the Derby is about the fastest horses in the world. But for Kentuckians it's also about showing the world the

Commonwealth at her finest. And thanks to Dan that's what the world saw.

Source: Senate - March 03, 1997

Editor's Note: Dan Mangeot, CFEE, passed away in 1997.

1993 Don Whitely, CFEE (D) Formerly of Argonne Parades, Inc.



"I believe in IFA and the value that it gives each member. I also believe that you get as much out of the organization as you put in," said Don Whitely,

Founder and President of the Atlanta-based Argonne Productions, producer of world-class parades and special events.

Whitely has put a lot into IFA, having served as President, chairing or co-chairing every parade seminar, and helping to develop many successful ideas. He feels his greatest accomplishment in IFA has been to help establish the Regional Seminar concept, initiated at the Tournament of Roses in Pasadena to reach members worldwide. Don also helped initiate IFA's Silent Auction at the 1987 Convention in El Paso, TX.

"I'm very proud that I have been a part of the growth of IFA. When I first became active it was a very small organization that served a very select group of festivals. I always recognized the value of the sessions and the learning experience. Now, with the growth of IFA, I am pleased that this wonderful opportunity can be shared with more and more members of the festival business."

Don is the man behind the WSB-TV Salute 2 America Parade in Atlanta (12 years), the San Francisco Chinese New Year Parade (seven years), Egelston Children's Christmas Parade, Atlanta, (three years) and La Gran Parada de Navidad, San Juan, Puerto Rico (two years).

In addition, Whitely has organized many of the nation's largest one-time parade extravaganzas, including New York's ticker tape parade to welcome home the troops from Desert Storm in 1992; the 1986 Coca Cola Centennial Parade, Atlanta; U.S. Constitution Bicentennial Parade, 1987, Philadelphia; and the Winter Carnival Parade, St. Paul, MN, which served as the parade of the 1992 Super Bowl.

"I am very honored to be selected for the IFA Hall of Fame. The organization has meant so much to me over the years both professionally and personally that this is a double honor," he said.

Editor's Note: Don Whitely, CFEE, passed away in 1999.

1993 Janice Meyer, CFEE

Formerly of Pro Football Hall of Fame Festival



Janice Meyer, Executive Director of the Pro Football Hall of Fame Festival, is tremendously honored, stating this is one of the highest achievements one

can attain in this business. "After being a CFEE, this is one more fantastic goal accomplishment," said Janice.

Meyer's most memorable IFA experience was serving as President in 1983. In addition, she has served IFA in many other capacities including board member, vice president and director. Meyer will go down in IFA history, however; as having helped initiate the Certified Festival & Events Executive (CFEE) program in 1983, along with Ken Walstad and Jo Hauck, in order to enhance the level of festival management performance.

Meyer was the sole source of the convention T-Shirt Shop, another successful IFA program. Festivals gain exposure by donating t-shirts to the popular shop, and IFA convention delegates have the opportunity to take home unique souvenirs while supporting IFA.

"IFA has expanded and grown to great proportions over the years. I am proud to be a member of this organization."

Meyer has witnessed major changes in the festivals industry since she first got involved after majoring in accounting at Walsh College in Canton, Ohio stating, financial controls have been implemented by many festivals, which helped develop a certain amount of staff confidence.

Meyer has directed the Pro Football Hall of Fame Festival for 24 years. "I have had the privilege of nurturing this festival for all of those years, and I hope that I was instrumental in making it the great event it is today."

1993 George Zambelli (D)

Formerly of Zambelli Fireworks Internationale



"IFA will play a significant role in expanding special event programs for the pyrotechnic industry," said George Zambelli, President of Zambelli Fireworks

Internationale Manufacturing Company.

Zambelli began his career at the age of seven – rolling firecracker tubes for his father's business, which had been found-

ed in Italy and resettled in New Castle, PA at the turn of the century.

Zambelli Internationale has been in the special events industry for more than 53 years. Its fireworks have graced numerous festivals and events including the inaugurations of Presidents Kennedy, Johnson, Carter, and Reagan, and special events for President Bush.

One of his most memorable experiences was the Statue of Liberty Celebration on July 4, 1984. As he stood at the foot of that statue, he could envision his father's ship when he came to America, never dreaming that almost 100 years later the company he started would be honored to help celebrate the symbol of freedom.

Zambelli took over as President and General Manager of his father's company after college, and the business took off – eventually developing satellite offices in Boca Raton, FL and Shafter, CA.

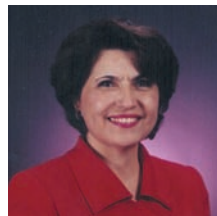
He feels that his greatest accomplishments have been building the firm into a multi-million dollar business, becoming the number one fireworks manufacturing company in America, and having his family carry on the Zambelli tradition of prime service, quality product, and the expertise to satisfy all clients.

"It is gratifying to see the progress IFA has made and that it continues to prosper both domestically and worldwide. I am extremely elated to have been chosen for the IFA Hall of Fame. It is a respected, well-managed and distinguished organization," Zambelli said.

Editor's Note: George Zambelli passed away in 2003.

1994 Marleen Pedroza, CFEE

Formerly of Fiesta San Antonio



Marleen Pedroza was honored, grateful and overwhelmed upon learning of her induction into the Hall of Fame.

"When I think of all the great

folks who are such a vital part of IFA and the international festival community, I guess I am mostly humbled by being selected to the Hall of Fame," she said.

Pedroza began her career as an Administrative Assistant with the Fiesta San Antonio Commission in 1974, becoming Executive Vice President in 1983. She has judged numerous parades including the Tournament of Roses and served in leading positions for San Antonio's Alamo Dome Grand Opening and 1993 Olympic Festival. During her 1990 IFA Presidency, Pedroza helped turn IFA into a truly international organi-

zation when she appointed the first ex officio international board members.

"I feel this was a major step towards improving international communication within IFA," she said.

Pedroza has devoted much effort to making the unique 103 year old Fiesta San Antonio internationally known. Fiesta brings people together from all walks of life and various cultures in one big celebration of San Antonio's rich and diverse culture. It's that spirit of unity through the celebration of diversity that she has brought to the IFA community.

1994 Col. Iain Ferguson, O.B.E. The Royal Tournament



IFA Hall of Fame inductee Iain Ferguson was very pleased with the great honor for The Royal Tournament and a much appreciated recognition of

their 15-year membership with the IFA when told of his induction into the IFA Hall of Fame.

Colonel Ferguson left the Army in 1981 to become Director of The Royal Tournament in London, a festival of military games and pageantry which promotes the armed services and supports service charities. His first duty was to attend the 1981 IFA Convention in Alaska, where he formed many of the friendships which have remained valuable to this day.

Through IFA, he has judged floats at the Indianapolis 500, Tournament of Roses, Portland Rose Festival and Kentucky Derby Festival. In the past few years he has been unable to give IFA the time that he would wish as The Royal Tournament has been under constant threat, a part of the cuts in British defense costs. However, in July this year, the future was secured for two more years.

Now 62, Colonel Ferguson said he looks forward, in the not too distant future, to a quiet life in his thatched Suffolk farmhouse.

"Perhaps my wife Margaret, after organizing a huge flower show in May 1995 to celebrate the Centenary of Westminster Cathedral, will agree that it is time to do the same," he said.

1994 John Geisler (D)

Formerly of the Saint Paul
Winter Carnival



IFA Founding President, John Geisler, got his start as Executive Director of the Aberdeen, S.D. Jaycees in 1946, which sponsored the South Dakota

Snow Queen Festival. From 1952 – 1970, Geisler managed the St. Paul Winter Carnival. It was there that he helped found IFA and became its first President.

He and other early IFA members gained a lot from exchanging information and developing contacts across the country. "And I think today's overseas factor is amazing," he said.

Geisler felt that the Winter Carnival served as a lightning rod for the fledgling industry as they hosted 12 national TV shows including Ed Sullivan, Dinah Shore, Gary More and Steve Allen. The festival also brought in Omar Sharif to play bridge at a tournament which drew people from five states.

"People don't think of things like bridge, but festivals need to enlarge their base or go to a higher level."

Geisler also served as a Public Affairs Executive for the Hamms Brewing Co, a lobbyist for the St. Paul Chamber of Commerce and Executive Director of the St. Paul Convention & Visitors Bureau. Named Minnesota Tourism's 1985 Man of the Year, Geisler helped start the Minnesota Festivals & Events Association after he retired from the Convention & Visitors Bureau in 1986.

Editor's Note: John Geisler passed away in 2002.

1994 Max Colwell (D)

Formerly of the Pasadena
Tournament of Roses



Max Colwell served as Executive Secretary and Manager of the Pasadena Tournament of Roses for 21 years. When he retired in 1974, he was

named Manager Emeritus. According to IFA members who knew him well, Colwell, IFA's 1969 President, would have been honored.

"We all admired and learned from Colwell," said Carolyn Crayton, CFEE, Executive Director of the Macon, Georgia's International Cherry Blossom Festival.

"Colwell was a quiet person, but he knew absolutely everything that was going on," John Geisler added.

Jo Hauck, 1992 Hall of Fame inductee, said Colwell was her mentor, naming her the Tournament's first woman parade judge, and emphasizing to her that volunteers were key.

"Max had been in the business so long that he was a big help to everybody. He'd always take a call from an IFA member," Hauck said.

"He was a highly respected man, one of the early pioneers in festival management," said Jack French, Executive Director of the Tournament of Roses.

Colwell began his career as a high school journalist who was assigned to cover the Pasadena Festival. A newspaperman for 25 years, Colwell used his experience to help develop today's major world-wide media coverage of the Rose Parade. He also pioneered network telecasting of the Rose Bowl.

Editor's Note: Max Colwell passed away in 1978

1995 Hans Horsting

Communis Opinio - Formerly
Rotterdam Chamber of Commerce



Hans Horsting, founding Chairman of IFA Europe, said his induction into the Hall of Fame is his greatest accomplishment.

"I feel extremely

honored, proud and elated at having been gifted with this high special events industry top of the bill honor," said Horsting.

The retired Chairman is an event consultant who was Managing Director of the Rotterdam Chamber of Commerce for 25 years and serves on the boards of nearly 30 organizations. Horsting joined IFA in 1987 becoming a member with the aim to gather expertise and know-how from American festivals and special events. He attended IFA conventions, served on the board and organized the 1992 IFA convention in Rotterdam, where IFA-Europe was born.

"During the eight years of my membership, I have learned so much thanks to the conventions, the networking and the friendship," he said.

"The Dutch festival industry has changed dramatically during recent years, and been forced to embrace the ideas of special event marketing, corporate sponsorship, and responsibility for enormous amounts of privately owned money. This led to the need for a much higher degree of professionalism.

"IFA offered that to me. I'm proud to be a part of such an organization and thrilled that it is still growing in numbers, and in importance, especially in Europe."

1995 Ken Walstad (D)

Formerly of Minneapolis
Aquatennial



Ken Walstad served as Managing Director of the Minneapolis Aquatennial from 1961 until his death in 1983. Described by one colleague

as the "heart and soul" of the festival, Walstad brought prominence to the Aquatennial as one of the top ten festivals in the U.S., hosting more than two million visitors annually.

Walstad also served IFA with distinction, first as a volunteer President from 1964 to 1965; and then later as Managing Director of IFA from 1969 until 1983. At that time, the "international" in IFA became a reality as numerous festivals outside the U.S. became members.

Friends say Walstad always believed IFA should provide festival managers the chance for fraternal and educational exchanges, a vision that perpetuates the association today. He encouraged the development of professionalism in the field of festival and special events management and called on event leaders to continually strive for a higher level of competency.

"Those who make up the [Aquatennial] Admiral's Club will always remember Ken's many great contributions – he is still sorely missed by those who worked closely with him," said 1995 Aquatennial Grand Admiral, Fran Anton. Each year, Aquatennial bestows an honor known as the Ken Walstad Memorial Award.

Editor's Note: Ken Walstad passed away in 1983.

1996 Carolyn Crayton, CFEE

Macon, Georgia's International
Cherry Blossom Festival



Carolyn Crayton, CFEE described her Hall of Fame nomination as deeply overwhelming and a great honor.

Nearly 15 years ago, Crayton founded the International Cherry Blossom Festival in Macon, Georgia

with a budget of \$0 and one unpaid employee. Today her festival budget has bloomed to \$400,000 and she employs a full-time staff of 13.

Her greatest accomplishment she says is founding a celebration that has been rated by 93% of their citizens as the most outstanding, exciting and enjoyable event in their city. Not only is the event fun, it's profitable too. The Cherry Blossom Festival has a \$10 million impact on the city and county.

Crayton has received numerous awards and honors throughout her career. Among them are Georgia Clean and Beautiful's Woman of the Year Award; the Mrs. Lyndon B. Johnson Award by Keep America Beautiful; Ladies Home Journal's American Heroine Award and the Queen Mother's Award presented by Keep Britain Tidy – the only time this honor has been awarded outside the U.K.

Crayton has served on the IFEA Board of Directors and the Executive Board.

1996 John H.B. "Jack" French Pasadena Tournament of Roses



IFEA Hall of Fame inductee Jack French said he believes the festival and special events industry has never been stronger.

For more than 25 years, French has watched the industry "metamorphasize" into what it is today.

"It has been the creativeness and innovativeness of the professionals, volunteers, vendors and others that have created growth in the industry," he said. "Being recognized by one's peers is very meaningful, especially in this very unique industry of creative professionals."

Starting as a volunteer for the Pasadena Tournament of Roses in 1971, French worked his way to Executive Director by 1981. French also served on the board for IFEA for nine years and rose through the chairs to serve as President in 1991.

Among other awards, French was the recipient of a lifetime achievement award from the All American Football Foundation. In addition to the Tournament of Roses, his involvement in civic and community volunteer activities have included the Pasadena Jaycees, President of Monte Vista Grove Homes Board of Trustees, and the USS Pasadena Foundation.

1996 Jack Guthrie Guthrie/Mayes Public Relations



Former IFEA chairman, Jack Guthrie said he feels honored to be an IFEA Hall of Fame inductee. "It is a unique honor and privilege to be included in

this outstanding group of successful and respected individuals," he said.

Guthrie, CEO of Guthrie/Mayes Public Relations, the largest independently owned PR firm in Kentucky, is perhaps best known for his tremendous contributions to the Kentucky Derby Festival. He served as Executive Vice President and Managing Director to the festival, which, under his direction, grew ten-fold and achieved the national prominence it now enjoys.

Guthrie describes his greatest accomplishment as giving 'rebirth' to the festival at a point in its history when it was practically bankrupt and lowly regarded. In 1969 and 1975, Guthrie was selected as one of Louisville's "Outstanding Young Men" by the Louisville Jaycees. In 1978, he was named "Kentucky's Outstanding Public Relations Executive" by Western Kentucky University.

Guthrie sees great things happening for the festival industry in the future. "The growth of the special events industry in the past 20 years has been unbelievable, and the future is only limited by our imagination and financial resources," he said.

1996 Dick Nicholls, CFEE (D) Formerly of the Gilroy Garlic Festival Association



1993-1994 IFEA Chairman, Dick Nicholls, CFEE said it has been an honor serving IFEA and his friends in IFEA as a Director and Officer. He mod-

estly said he can think of others who deserve this honor more than himself, but his record speaks otherwise.

As Executive Director of the Gilroy Garlic Festival, Nicholls has helped the festival evolve into a world-class event which has been a boon to the town and has poured more than \$3 million into community coffers. Exceptional growth has also been part of Nicholl's legacy as IFEA Chairman, as he helped the association's membership numbers grow by nearly 100 percent.

Nicholls has served on many IFEA committees and was instrumental in

helping start the IFEA Foundation. He has successfully initiated a five year re-marketing plan for his festival, targeting a more family-oriented audience. The Gilroy Garlic Festival attracts 150,000 people in three days, triple the amount of Gilroy residents.

Nicholls said he really values the friendships he's made through IFEA. "I can't express adequately how special these friendships are to me. I feel a special affinity to these people whom I have learned from and been counseled by."

Editor's Note: Dick Nicholls, CFEE, passed away in 2005.

1997 Clayton W. Hannon Portland Rose Festival



Clayton W. Hannon, 10 years removed from his tenure Directing the Portland Rose Festival, was surprised at his receipt of IFEA's top honor. "To be

selected in any manner by your peers, and in this case former peers, is indeed a very great honor."

Hannon's event career has been truly exemplary. The onetime sports journalist joined the Portland Rose Festival in 1969, became Executive Manager in 1971, and over the next 16 years, helped raise the festival from a struggling, financially weak event to one of international stature. He served as IFA President in 1974 and co-founded the CFE program, in conjunction with Purdue University, in 1983.

In his 30 years of association management and related duties, Hannon has watched events multiply in both number and sophistication, and sees IFEA's role as helping managers continue to keep pace in an evolving industry.

"Changing times and demands on people's and companies' time and resources will provide special events even greater challenges and opportunities in the coming years," predicted Hannon. "IFEA needs to stay ahead of the wave and provide the leadership to meet these needs and desires."

Since retirement from the Portland Rose Festival, Hannon has worked with the Oregon Association of Nurserymen (OAN) earning the OAN Special Service Award and Political Awareness Award.

1997
John G. Stewart, CFEE (D)
 Formerly of La Fête Colom-bienne
 Des Enfants



John Stewart, CFEE, creator of the only children's French immersion festival in Canada, said there is no greater recognition in our industry than being

chosen for the IFEA Hall of Fame.

Stewart noted that joining the IFEA before the first presentation of La Fête Colom-bienne Des Enfants was instrumental in the success of that event as through IFEA, he was able to meet many helpful individuals who were most generous in offering their ideas and advice.

Being inducted into IFEA's Hall of Fame in Montréal, Canada made it even more meaningful to him as a Canadian, as La Fête Colom-bienne Des Enfants is focused on encouraging all Canadians to learn about and appreciate the contributions the French culture makes in forming the Canadian identity.

In addition to La Fête Colom-bienne Des Enfants, Stewart has also helped found the Canadian Children's Festival Association, created Mandarin and Japanese immersion events, has been Vice President of the Canadian Festival Association, and served on the IFEA Executive Committee.

Stewart's passion, computers and digital communication tools, has had an enormous impact on him and the industry. "I am continually amazed," said Stewart. "The advent of e-mail alone is significant, but add to that the World Wide Web and the publishing and book-keeping programs that are an integral part of our days, and one realizes just how great an impact the personal computer has had on not only the industry but also our lives."

Editor's Note: John Stewart, CFEE, passed away in 2002.

1997
JoAnn Ward
 Fond du Lac Convention
 & Visitors Bureau



When JoAnn Ward joined IFEA in 1980, she brought nearly 20 years of events experience to share, having served as the Executive Director

of the Fond du Lac Convention & Visitor's Bureau since 1977, but she still says she's received more than she's given.

"Belonging to an organization and having someone to talk to about sponsorships, licenses, management contracts, etc., is worth its weight in gold," she said. "And what in life could be more fulfilling than being honored by those you admire, respect, and care about?"

Ward began her special events career in 1959 when she was appointed Corporate Publicity and Special Events Director and went on to produce a decade-long series of "fortnight" events for Carson Pirie Scott and Co., in Chicago. In addition, she studied under Stanley Marcus, Chairman of Neiman Marcus, famed for their fortnight events, and received a Chicago Publicity Club Award and official recognition from Mayor Daley, who dubbed the multi-million dollar budgeted internationally themed events "the Official City of Chicago salutes."

"If it's going to be, it's up to me," said Ward on the special events industry. "Whoever wrote that phrase was talking about the event management stars who can truly accomplish miracles. Event people are my very favorite human beings, and IFEA has been a leader in development of this industry for decades."

Ward spoke frequently at IFEA conventions in the 1980's and sat on the organization's board from 1985 to 1987. She has also served on the Illinois and Wisconsin Sesquicentennial Commissions and the White House Conference on Tourism, and has been recognized as Woman of the Year by the Business and Professional Women's Club.

1998
JoAnn Andera, CFEE
 Texas Folklife Festival



Texas Folklife Director JoAnn Andera, CFEE, has worked her way up in the events industry from multilingual festival guide to multi-cultural festival

expert. Her strong commitment to folk culture and ethnic events has been widely recognized. She has presented annual festival and event management seminars at Texas A&M University and the University of Illinois at Urbana-Champaign, and was invited by the U.S. State Department to speak at a cultural seminar in Bogotá, Columbia.

Andera began her career in 1970 as a guide for the Institute of Texas Cultures, and when the Texas Folklife Festival began in 1972, her volunteer role included performing and cooking Lebanese dishes. JoAnn worked in many administrative capacities until her appointment in 1981 as Director of the Texas Folklife

Festival, which provides ethnic groups the opportunity to display and preserve their cultural heritage and draws 10,000 volunteers and 70,000 visitors each August.

Andera has received top honors from the Texas Festivals & Events Association, and served as IFEA Chair in 1994-1995. Over the years, she has seen many changes in the events industry. "From uncounted and ignored, to a prized career choice and a powerhouse of influence -- the level of professionalism and caliber of individuals is remarkable," she said.

Andera feels her contribution to the field was "to raise the level of consciousness that we were seeking help, mentoring and assistance, and that IFEA was the organization that held the key for us. Many have worked to create an organization that is outstanding and a leader in its field."

1998
Bill Lofthouse
 Phoenix Decorating Co.



Like symbols for the colorful, unique floats his company has spent more than 40 years creating, Bill Lofthouse expressed his gratitude for being cho-

sen for the IFEA Hall of Fame with a variety of words; "great, wonderful, happy, pleased, humble, honored and satisfied!"

Lofthouse is President of Phoenix Decorating Co., the largest builder of floats for the Tournament of Roses Parade, and has been named "Builder of the Year" five times by the Tournament of Roses Association. "The 1999 parade was the 43rd consecutive Rose Parade I've had the honor of working on," he said.

Lofthouse has also worked closely with a number of other world-class events including the Orange Bowl Parade, Kentucky Derby Festival, Indianapolis 500 Festival, National Day Celebration in Singapore and the Pre-Olympic Parade in Seoul, Korea.

Dedicated to serving community and industry, IFEA's 1995-1996 Chair, and founding member of Calfest, has witnessed many changes.

"I remember when there were less than 100 IFEA members, now we're more than 2,500 strong. I also recall years ago when I first used the term 'networking,' it brought a quizzical look -- now the concept is one of the most common elements of IFEA membership."

The most important change he has seen is the formation of the IFEA Foundation.

"We are only as good as the people that we make up in our industry. From

my experience, it means that we're in very good hands," he said. "With the skill of the people in IFEA and their ability to avail themselves of ever-improving technology, the future of the industry is truly unlimited."

1998 Annie Sidro, Ph.D. Carnaval Sans Frontières



Carnaval Sans Frontières, has made the celebration of Carnaval the focus of Sidro's life work. In addition to producing and building floats for the

annual Carnival de Nice, she writes books, produces carnival workshops for UNESCO in many countries and planned a huge "Carnival of Carnivals" to celebrate the Millennium.

Sidro's family was chosen in 1887 to build the King Carnival float in Nice. "In many ways, I see my life as already having being chosen for me by accident – and good fortune – of birth into a family of master carnival artists," Sidro said. "What I do now is to follow the traditions already established by my ancestors."

Those traditions include an understanding of humanity itself.

"Unless you understand the basic psychodrama of the human spirit, you miss the whole point of carnival," Sidro said.

"Carnival is the expression of the soul of the people. It is the exorcism of their most primitive conflicts of good vs. evil, fertility against barrenness, peace against chaos.

"Most importantly, carnival is a world sans frontiers, without boundaries of class, national origin, language, wealth or occupation – a world which unites all in a common creative expression."

Sidros' goals include establishing a Museum of Carnival and Carnival Cultural Center as an archive of carnival history and culture, and a University Without Walls, where the skills passed down from fathers to daughters and sons in the families of carnival float builders can also be shared with the family of man.

1999 Dennis Boese, CFEE Miller Brewing Company



Known as "the dean of fair and festival marketing," Dennis Boese, CFEE, is the Corporate Manager of National Fair & Festival Marketing

for Miller Brewing Company in Milwaukee, Wisconsin.

Boese began his career with Miller as a tour guide 30 years ago, and in addition to pioneering the company's sponsorship of a larger number of major outdoor events throughout the U.S., he works closely with distributors and field personnel, assisting with local sponsorship activities and developing programs to maximize Miller's grass roots participation.

A Certified Festival & Events Executive and past IFEA Board Member, Boese served on the IFEA Foundation Board and the IFEA President's Council.

1999 Norm Langill One Reel/Bumbershoot



A founding member of the nonprofit organization One Reel in 1972, Langill brings more than 30 years of experience in festival production and

international cultural collaborations. As Producer and Executive Producer for Bumbershoot, the Seattle Arts Festival since 1980, he has grown the four-day arts event from a splashy street fair to an internationally recognized showcase for innovative artists and new music. Under Langill's stewardship, Bumbershoot has built an international reputation for presenting the best musicians and artists the Northwest has to offer on a bill with living legends and rising stars from all over the world. One Reel also produces and programs downtown Seattle's only outdoor concert venue, Summer Nights at the Pier.

Langill's other roles include Artistic Director for the Washington Mutual Family Fourth and Teatro ZinZanni (the popular European-style cabaret in San Francisco and Seattle). Throughout his years at One Reel, Langill has been the producer of Seattle's Fat Tuesday, Tacoma's Art Bowl, the 1990 Goodwill Arts Festival with Turner Broadcasting, AT&T Wireless Summer Nights at the Pier, the 1990 US tour of the Grand Kabuki Theatre, Yabuhara Kengyo and Gumbo Ya-Ya at the 1992 Barcelona Olympics. He has been a speaker and advisor for organizations such as the National Endowment for the Arts, International Events Group, and the Japan Foundation. Langill was awarded the Lifetime Achievement Award from the Seattle-King County Sports & Events Council in 1997.

Source: www.grammy.com - Pacific Northwest Chapter

1999 Jean McFaddin Macy's Parade and Events



Jean McFaddin has been responsible for creating Macy's major events as their East Senior Vice President in charge of Macy's Public Relations

and Events since 1977. She has annually produced the award-winning Macy's Thanksgiving Day Parade; a glorious Spring Flower Show; America's largest on-going 4th of July Fireworks celebration; the world record breaking "Tap-O-Mania" that assembles over 6,000 dancers in a choreographed routine; and for Christmas, staged the Miracle on 34th Street where over 300,000 children and adults visit Macy's Santaland each year.

McFaddin has received over a dozen Emmy Awards for Macy's Thanksgiving Day Parades in partnership with NBC with whom, on behalf of Macy's, she has been responsible for network negotiations and telecast planning. Prior to her Macy's association, McFaddin served as Director-Designer in prominent, regional, New York and European theaters, created and directed a 1995/96 bicentennial promotional program for the National Endowment of the Arts Foundation in Washington, D.C., and was Director of New York City's July 4th Land Festival in 1977. She joined Macy's that same Fall.

A native Texan, McFaddin holds an MFA from the University of Texas in Theatrical Production. She completed her undergraduate degrees at Stephen's College in Columbia, Missouri and at the University of Texas in Austin, Texas.

McFaddin was acclaimed a "Quintessential New Yorker" by Town & Country magazine in 1984. She received the 1988 Humanitarian Award from New York's Community of Mayors Association, served on the New York Board of Directors for the Cystic Fibrosis Foundation and was recipient of their 1990 Outstanding Service Award. In 1993 she received the Congresswoman Mary T. Norton Memorial Award of Excellence from the United Way, and was listed in the U.S. Congressional record. In Spring, 1997, she received the Msgr. Thomas Hagerty Humanitarian Award from HeartShare Human Services of New York.

Source: www.admireentertainment.com - speaker profile

2000 Blaine Kern, Sr.



The Kern Companies

Known throughout New Orleans as "Mr. Mardi Gras," Blaine Kern, Sr. has dedicated his life to enhancing

the splendor and mystique of the world famous carnival parades.

Kern said his selection to IFEA's Hall of Fame is especially meaningful because of his long ties to the organization.

"It's an honor. I've been doing Mardi Gras for 50 years and I've known IFEA for a lot of those years," he said. "I know the people who run IFEA and frankly, candidly, I'm flattered."

A sign painter's son, Kern got his start in the event world at the age of 19 when a parade organizer saw him painting a hospital mural. Dr. Henry LaRocca was captain of the Krewe of Alla, the largest parade organization on the west bank of the Mississippi River at the time. LaRocca invited the boy to help design and build floats for his parade. Since that first float, Kern has watched his profession grow tremendously.

"It never ceases to amaze me – the new types of products on the market and the incredible minds that are at work," he said. "I used to build 11 floats for \$3,000. In 1998, I spent \$800,000 to build just one float."

While Kern has been instrumental to that growth, he believes his greatest accomplishment lies in contributions to the community. During his long career, he paved the way for racial and ethnic tolerance in carnival organizations as well as revitalizing a city river front neighborhood.

2000 Eric Martin, Esq., CFEE



Bands of America, Inc.

Eric Martin, Esq., CFEE calls being selected for the IFEA/Miller Brewing Company Hall of Fame, his greatest honor yet.

That says a lot considering his long list of accomplishments including a legal degree, an Emmy Award and three published books.

"I'm shocked, honored, surprised and overwhelmed," said the Associate Executive Director of Bands of America, Inc. "I think that it's the most outstanding award I've ever received in my life. It's a tremendous

honor to be recognized by my peers and the people whom I call friends."

A member of two state bar associations, Martin blends more than 20 years of legal expertise with his love for event planning. In addition to producing Bands of America events and the San Francisco Chinese New Year Parade, he consults on festival and event legal and operational issues. IFEA and its members can credit the industry's heightened legal savvy to Martin's dedication. They can also give him credit for persistent festival and event advocacy in the public eye.

"One of my most important accomplishments is being an advocate for the role events have in our society," Martin said. "Events are instrumental in bringing people together. How we measure our lives in our communities shows through our festivals and events."

During Martin's outstanding career he produced numerous annual and once-in-a-lifetime events such as the 5,000 voice Paralympic Gospel Choir which opened the Atlanta Paralympic Games in 1996. One of his career highlights was producing the Emmy Award Winning Martin Luther King, Jr. National Holiday Parade.

Through much of his career, Martin has been an active member of the IFEA, serving seven years on the Board of Directors, including one year as Chair.

"I've watched IFEA grow for more than 10 years into a powerhouse organization," Martin said. "The role that this organization plays is crucial and vital. It articulates the way society sees itself and celebrates itself."

2000 Lesa Ukman IEG, Inc.



Co-founder of sponsorship consulting company, IEG, Inc., Lesa Ukman has worked for years to convince sponsors that smaller communi-

ty festivals are worthwhile investments. She states she's continually working to give companies the idea that they can get a huge payoff by aligning with the community festival as 'local almost always gives a better pay-off than national.'

Calling festivals her love and her passion, Ukman said being selected to the IFEA/Miller Brewing Company Hall of Fame is the most significant sign of her contributions to date.

"First I was shocked and surprised. I'm terribly honored," Ukman said. "I can't think of anything that could have more

meaning professionally. My roots and my background are all in festivals."

When Ukman began her work nearly 20 years ago, few companies saw the marketing benefits of sponsorship. But Ukman knew what was coming. With funding from the publisher of Advertising Age, and later on her own, Ukman launched a fledgling industry's first sponsorship newsletter now titled the IEG Sponsorship Report. In 1981, she and her brother Jon Ukman co-founded IEG, Inc.

Stating one of her greatest accomplishments was getting the idea of sponsorship accepted in corporate America, Ukman's newsletter is now considered to be the bible of sponsorship and cause-related marketing and her company has branched out into sponsorship consulting. In the future, Ukman hopes to help launch a third-part polling study of festival marketing similar to Cone and Roper's study of cause-related marketing published in 1999.

"I think festivals have a better story to tell even than cause marketing," Ukman said. "The event industry is more and more relevant because everyone is increasingly digitized. They're seeking, ironically, human connections. That's IFEA's business, providing these touch points for people that are not all mediated by the web."

2000 Barry Wilkins, OAM

The District Council of Mount Barker



For more than 30 years, Barry Wilkins has been a driving force behind the Australian tourism, arts, festivals and special events industries. His

long event-planning history includes more than 20 years as Director and CEO of the Ballarat Begonia Festival Association Ltd., Victoria, and three terms served on the IFEA Board of Directors.

Currently the Tourism and Special Events Manager for the District Council of Mount Barker, South Australia, Wilkins learned of his selection to the IFEA/Miller Brewing Company Hall of Fame with surprise.

"I feel very humbled by the nomination because of the caliber of previous recipients," he said. "It is a great thrill and privilege to be honored by your peers for a most prestigious award."

Wilkins describes himself as a champion of small to medium festivals at state, national and international levels of government. IFEA helped him form ties that made his success possible, he said.

"I owe a great deal to IFEA," Wilkins said. "It's network has kept me in touch with the industry on a global scale. I can recall many experiences that would never have happened if I had not been a member of the IFEA."

Besides his work in Australia, Wilkins has numerous credentials abroad. In 1987 he provided his expertise to the Nicheman Corporation in Japan. During his time with the Ballarat Begonia Festival Association, Wilkins signed a sister festival agreement with the Capitola Begonia Festival in Santa Cruz, CA. His involvement in study tours of festivals and events throughout the world has led to greater international understanding.

2001 Bruce Skinner, CFEE

Bruce Skinner & Associates



Skinner began his event industry career nearly 30 years ago at Arizona's Fiesta Bowl. During his 17-year tenure there, the event

grew into a 60-event festival, a nationally televised parade and football classic. It also became the first bowl game to sign a title sponsor.

"I had a really strong interest in providing entertainment to as wide a spectrum of the audience as possible," Skinner said.

When Skinner retired from the Fiesta Bowl in 1990, he became President of the IFEA, an association that had only around 400 members and a budget of little more than \$400,000 a year. Over the next ten years, Skinner increased that annual budget to an all-time high of \$1.6 million. He grew membership to nearly 3,000, and he started the IFEA Foundation among other accomplishments. Skinner retired from the IFEA in 2001, but not from the event industry. He continues to teach and consult for events nationwide and has written a book titled, *The Complete Guide to Event Sponsorship*, published by Wiley & Sons, Inc., New York. He makes his home in Port Angeles, Washington with his wife Kathy.

2002 Zeren Earls

First Night International



Since 1992, Earls has served as the founding President of First Night International, the umbrella organization to all the

First Night communities, which number 180 to date. With visionary leadership and passion for art and community, Earls has championed First Night's growth into an increasingly popular New Year's Eve Celebration both in the United States and abroad.

Earls was among the small group of civic-minded artists who created First Night in 1976, as the finale to Boston's bicentennial celebration and the beginning of a new tradition. Four years later, she left her career as Visual Arts and Drama Teacher at Belmont Day School to oversee First Night's development full-time. As the event's President and Artistic Director, her hard work, talent and dedication turned this once small Boston event into a nationally recognized, public celebration attracting over a million people.

During her fourteen-year leadership (1980-1994), First Night Boston received twenty awards, making it an inspirational model for other communities. In 1990, Earls received the Kevin Lynch Award from MIT's Department of Urban Studies and Planning for the imaginative use of the built environment. In its inaugural year, in 1993, she was distinguished by the Massachusetts Cultural Council's prestigious Commonwealth Award for organizational leadership. In 2001, she received the Terpsichore Award for Lifetime Achievement from Boston's Topf Center for Dance Education. Earls' life-long career in the arts began in 1960 upon graduating from Duke University, which she attended as a scholarship student from Turkey. She earned a Bachelor's Degree in Psychology, with a special emphasis on the creative development of children and later received a Master's in Education from Antioch College.

Since then, art has been the driving force in her distinguished career as educator, producer, administrator and cultural/community leader.

2002 Pat Craig Corda, CFEE

Gator Bowl Association



Corda creates, produces and promotes over 30 events for the Gator Bowl Association, a 57-year tradition that is more than a col-

lege football bowl game. She has taken the ever-popular Bank of America Gator Bowl Parade to be one of the best in the South. Among other events that Corda produces are the Pre-game and Halftime Show, the 5K Run, and the Budweiser Tailgate Party.

Prior to the Gator Bowl Association, Corda founded Events by Craig and has been involved in the event and festival business since 1979. She spent six years as the Mayor's Special Events Director for the City of Jacksonville. In this capacity, she created events including Taste of Jacksonville, Gator Bowl Hoedown and Riverfest and was part of the team who created Mayport & All That Jazz (now known as Jacksonville & All That Jazz).

In 1985 she became the first Manager of the newly constructed Riverwalk. In this capacity she created the Light Boat Parade, Blessing of the Fleet, Trick or Treat on River Street, The Seafood Festival, and the Riverwalk Juried Arts & Crafts Show. These events resulted in the Riverwalk becoming a major Jacksonville attraction.

After the Riverwalk she was named Manager of the Jacksonville Civic Auditorium. She has been a consultant to numerous events and festivals, and has lectured at the University of Florida, Texas A&M, and the University of Virginia. Corda has created award-winning promotional and advertising projects. In addition, she is a graduate of the University of South Carolina, a Certified Festival & Events Executive, has served on the IFEA Board, and is a past chairman of the IFEA Foundation.

2003 Colm Croffy

Association of Irish Festivals
& Events



Colm Croffy, Chairman of the Association of Irish Festivals & Events (AOIFE), has transcended the mission of festivals and events

to build community to having them help create peace.

During his time with the Republic of Ireland's Mary From Dungloe Festival, Croffy became instrumental in linking the festival with a committee from the Ballyclare Festival in Northern Ireland as part of the program for peace and reconciliation in this country. When he became Executive of the AOIFE, he expanded this highly successful linkage concept to cover all festivals in Northern Ireland with the border counties of the Republic of Ireland. His commitment to this important goal has resulted in festivals being used as a medium for building lasting peace.

Under Croffy's leadership, the AOIFE has grown to more than 360 festivals. He has helped the festival sector and with it the people of Ireland through the Community Festivals Networking Programme. The program, devised by Croffy in conjunction with the charity Hospitality Ireland, is aimed at using tourism as a global industry to promote peace and understanding between the people of Northern Ireland and the Republic of Ireland.

Among other things, the program allowed festival organizers to visit a sister festival in the other country to see how it was operated. The response to this reciprocal arrangement has been amazing. People who wouldn't have otherwise traveled across the border between the countries found new friends. One Republic of Ireland participant remarked, "It was an eye-opener. We realized how much more tolerant people are in Northern Ireland than we would have thought beforehand. We were going to meet a committee. But after a while, we were meeting friends."

2003 Robert (Bob) Jackson

Consultant



Before there was the Walt Disney Company, there was WED Enterprises, Inc., a company personally owned and overseen by Walt

Disney; and there was Bob Jackson, one of Disney's employees at WED and the first Publicity Manager for the then new California theme park – Disneyland.

Following the excitement of the Disneyland adventure, Jackson joined the federal government as Director of Media Services for the (now titled) U.S. Travel and Tourism Administration in the Dept. of Commerce. His role called for considerable involvement in special events and their producers throughout the nation, as events were part of the arsenal for attracting international tourists and encouraging intra-national travel by U.S. residents.

Jackson's government career continued when he moved to be the Director of Public Relations and Advertising for the John F. Kennedy Center for the Performing Arts in Washington, D.C. He later moved into the then, new corporate world of sponsorship at General Mills, Inc., serving as Manager of Product Publicity and Event Marketing for the company's more than 200 brand units. Jackson planned many events for General Mills nationwide and created its internal system for processing an average of more than 4,000 sponsorship proposals annually.

Jackson served many national companies, agencies, communities and events as an Independent Special Events and Publicity Consultant. He suspended his agency operations to accept a two-year position as Special Events Manager for the 1991 International Special Olympic Games held in Minneapolis, Minnesota. Following the games he continued his creative input through INNOVA Marketing in Minneapolis and he's co-authored two books, "Special Events in the 21st Century," and "Special Events: Inside & Out."

Now retired and living in Maryland, Jackson is described as, without question, one of the most creative people to serve the festivals and events industry.

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2003

Sue Twyford, CFEE (D)

Formerly of The Twyford Group/
SunFest of Palm Beach County



Sue Twyford's career and life blended together through the lives that she touched. Professional peers and friends alike were drawn to

Sue's sharing nature, and they always came away better from having known her.

Twyford's expertise in sponsorship came mostly from personal trial and error, developing "hands-on" concepts and techniques before more formal sources of information existed. She willingly and anxiously shared those with her peers at many IFEA conferences and conventions.

"Her ideas on sponsorship retention, over-delivering, promising the moon and delivering the universe, etc., are something that many IFEA members use today because of a Sue seminar," shared former IFEA President Bruce Skinner.

As the Executive Director for 11 years of SunFest in West Palm Beach, Florida, Twyford's leadership, vision and professionalism transformed a relatively small local celebration into Florida's largest music, art and waterfront festival.

Many ideas created by Twyford, such as free admission and free activities for children, a great mix of quality national and local entertainers, Friday night fireworks, and a site plan fully using the waterfront location, are still vital to the success of the event today.

Additionally, Twyford established SunFest as a major force in the area's cultural, political, and charitable landscape. A downtown park named after SunFest, an endowed chair at the community college, and students attending college on SunFest scholarships are all part of her legacy.

Twyford stepped down from her position at SunFest in 1996 to become a full-time mom to her sons. But through her company, The Twyford Group, she continued to be active in the industry and in many local charitable causes and events.

To the sadness of the SunFest and IFEA families, Twyford passed away this past year. But her love for and expertise in the festivals and events industry continues to be shared by everyone whom she touched, and we are all better for it.

Editor's Note: Sue Twyford, CFEE, passed away in 2003.

2004

K Alferio, CFEE

CITYCELEBRATIONS



K Alferio, CFEE, had ambitions of being in event production since she was a small child staging Saturday afternoon shows

underneath her family's carport. It was her experiences with helping to produce the inaugural Super Derby Festival in Shreveport, Louisiana, however, where the festival producer inside her truly began to emerge.

Alferio's professional entry into the event field came in 1988 when she joined the staff of Georgia's Stone Mountain Park as Special Events and Public Relations Director. Working in this position for 10 years, Alferio produced a full slate of events from laser shows and historic festivals to concerts, cook-offs and art shows. She won numerous awards from the IFEA, the Southeast Tourism Society and multiple chambers of commerce for her innovative programming and advertising programs. Increasing annual sponsorships 345% annually for events, she proved her skills as a top negotiator as well as a visionary. Under her direction, events became a major force and revenue producer at the park.

Alferio became very involved in speaking at IFEA conferences, serving on the board of directors for IFEA and as IFEA's Chairperson in 2001. She shared her insights and working knowledge through her book "Media Relations: The Good, the Blah and the Ugly" (an IFEA publication on dealing with the media) and was a founding member and the first President of the Georgia's Festivals & Events Association.

In 1997, Alferio left Stone Mountain Park and opened her consulting firm, The Alferio Group. Among her clients were the Atlanta Journal Constitution and Blockbuster Video. In 1998, Alferio teamed up with fellow IFEA member Ira Rosen to produce the AAU Junior Olympic Games.

In 2000, Alferio was offered the chance to work the other side of events . . . from a corporate perspective. She joined the ranks of Capital One, directing special events and media productions. During her four year tenure, Alferio produced

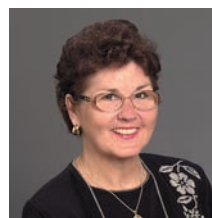
events around the world and worked on Capital One's venture into sports marketing through its sponsorship of the Capital One Bowl. She was honored as one of the corporation's top leaders, receiving a Circle of Excellence award for her event production skills and results.

Working in the corporate arena did not prove as satisfying to Alferio in comparison to the non-profit world of event production. In 2004, Alferio returned to her true and current calling, as she accepted the position of Executive Director for Richmond's CITYCELEBRATIONS.

2004

Bridget Sherrill, CFEE

Kentucky Derby Festival



Bridget Sherrill, CFEE, Vice President of Merchandising for the Kentucky Derby Festival, epitomizes the commitment and

professionalism that has helped the Derby Festival evolve into one of the country's most honored and successful civic celebrations. For more than 32 years, Sherrill has worked tirelessly as a Derby Festival staff member to improve and expand its impact. Her accomplishments and award recognition are numerous – both with the Derby Festival and the IFEA.

Under Sherrill's guidance, the Derby Festival's Merchandise Program has grown and prospered in a highly competitive business environment. The festival's Pegasus Pin Program, which began in 1973, has long been a model for many other special events across the United States. Sales of lapel pins now account for nearly 25 percent of the Derby Festival's annual operating budget. Sherrill's passion and tremendous work ethic have taken the pin program to unprecedented heights within the industry, including the recent addition of a pin trading program which has received international recognition over the past 25 years.

Sherrill has served as Board President of the Kentucky Festivals & Events Association (1989-1990) and has been the organization's treasurer from 1993 to the present. She served on the IFEA Board of Directors from 1992 to 1998; on the Executive Committee from 1995 to 1998, and as Secretary in 1997-1998. She also served on the IFEA Foundation

Board of Directors from 1996-2002, serving as Secretary in 1997, Treasurer in 1998, Chair-Elect in 2000, Chairman in 2001 and Immediate Past Chair in 2002.

Sherrill was originally hired by Jack Guthrie, former Executive Director of the Derby Festival and a 1996 inductee into the IFEA/Miller Brewing Company Hall of Fame. In a 2002 interview, Guthrie aptly summed up Sherrill's impact on the Derby Festival and the special events industry: "She has grown up with the festival – it has truly been a major part of her life. This community is a better place because of Bridget Sherrill."

2004 Jim Thomson Dynamic Displays



Jim Thomson founded his company, Dynamic Displays, in 1961. He and his staff, which included some of his eight children, decorated

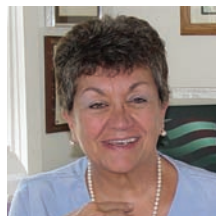
malls and city streets for the holidays and special events, using lights, garland, and animated figurines. In 1963 Thomson was introduced to the world of parade inflatables, and his life and business took a radical turn. Jean Gros, a former Macy's employee, had started a company making giant rubber balloons for parades. Gros wanted to retire, and Thomson bought his inventory on the strength of photographs shown to him. Dynamic Displays was now in the inflatable business.

The new direction taken by Dynamic opened new worlds for Thomson's creativity and pioneer spirit, but the new products were not without problems. Many of the balloons were in poor condition and had a major problem with leaking. He met the problems head-on and began to experiment. It wasn't long before he found a solution. A permanent fan installed in a leaky balloon kept the inflatable looking proud and simultaneously created a brand new medium – the cold air inflatable.

Today, it's hard to imagine an event without the technology Thomson invented and the industries made possible by it: giant soda can brand promotions, fly guys dancing over the festival grounds, inflatable costumes greeting guests. According to the Inflatable Advertising Dealers Association (IADA), Thomson was using permanent fans on balloons

thirteen years before his nearest competitor, which earned him a designation by the IADA as "Grandfather to the Industry." Thomson was also inducted into the IADA Hall of Fame in 2001 and into the Ontario Festivals Association Hall of Fame in 2002. The "Grandfather to the Industry" is also the grandfather of a marvelous family, which he considers to be his greatest achievement. Many of Thomson's children and 48 grandchildren are regularly employed by Dynamic on parade routes and at events, and Thomson's youngest son, Stephen, now heads up the company. After 41 years in the business, Thomson is retired and no longer makes the daily trek into the office, but his face is still a familiar sight at Dynamic, where he continues to put his creativity and ingenuity to work on special projects.

2005 Sylvia Allen, CFEE Allen Consulting



Sylvia Allen made her entrance into the special events industry more than 26 years ago, as the founder and President of what

is today one of the country's top marketing organizations in the field of sports and special events – New Jersey based Allen Consulting.

Allen Consulting is a sponsorship and marketing organization based in Holmdel, New Jersey, that provides public relations, event marketing/management services, and sponsorship sales for a variety of community-based clients. Prior to that, Allen held communications positions with Fortune 500 companies, including McGraw-Hill and AT&T. Allen has written and delivered over 500 seminars on marketing and sponsorship throughout the world, including The Asia Forum in Singapore and the Women's Forum in Okinawa, Japan, as well as countless seminars in the United States and Canada. Her presentation skills and knowledge base have made her a regular favorite at IFEA conventions and seminars. Beyond speaking, Allen is an accomplished author and contributing writer of several published industry works including "How To Be Successful at Sponsorship Sales" and, her most recent, "A How To Guide To Sales Success

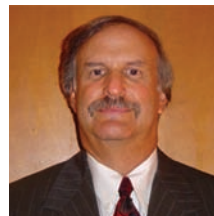
– For Women Only." She has published hundreds of articles on sponsorship and marketing for major publications such as MAIN STREET NEWS, RADIO AND RECORDS, RADIO INK and SPORTS TRAVEL as well as for IFEA.

In addition to her work at Allen Consulting, Sylvia also enjoys the role of teacher, and is in her 20th year as an Adjunct Associate Professor of Marketing and Program Advisor for New York University's Management Institute. In 2006, she will also be launching a Sports, Entertainment and Events Marketing Program at Rutgers University.

Allen has held a variety of board positions both locally and nationally and is a proud co-founder of Women in Sports and Events (WISE). In 2003, after visiting Africa, she formed her own non-profit (501C3) organization called Sylvia's Children to help impoverished children in Uganda, Africa. She currently sits on the IFEA President's Council and is a member of the IFEA Foundation Leadership Alliance.

Sylvia is married, has two beautiful children – Michele and Tony Costa – lives in a house built in 1760, and drives a red convertible.

2005 Ira Rosen Entertainment on Location



Ira Rosen's career started as a college freshman when he was asked to attend a meeting to discuss what concerts would take

place at school that semester. From that moment on, Ira knew that he wanted to produce events.

After receiving his Bachelor's degree, Ira began working towards a Master's degree and was hired as the Assistant Director of Student Activities for Fairleigh Dickinson University. A few years after that, he moved on to two other schools where he moved up the ladder to a Director's position.

In 1982, he was hired by Radio City Music Hall Productions as the Director of Purchasing and Associate Producer of Special Events. In that role, he participated in the production of all of their events around the world including the 1988 Super Bowl Half Time Show and the annual Christmas Spectacular.

In 1989, he formed Entertainment On Location, Inc. The company specializes in the production of a broad range of special events, and in providing consulting services to festival and event clients. Since the company was formed, they have produced events for a large number of prestigious clients including the National Senior Games Association, the National Hockey League, the City of Philadelphia, and the AAU Junior Olympic Games. Additionally, Ira has done consulting work for clients around the world including the Puerto Rico Tourism Company, the Government of Bermuda, the Hawaii Tourism Authority and the Virgin Islands Carnival Committee.

Ira has spoken and written extensively on many industry topics including tourism and the festival industry, corporate sponsorship, and the operational management of special events. He has been a highly rated speaker at conventions for the International Festivals and Events Association, First Night International, the Pennsylvania Park and Recreation Society and the National Association for Campus Activities. He also currently serves on the planning committee for the New Jersey Governor's Tourism Conference, is a member of the Board of Directors of the Garden State Film Festival, and was recently appointed to the adjunct faculty of Temple University's School of Tourism and Hospitality Studies.

2005 Joe Vera, CFEE Borderfest



Joe Vera grew up in the special events industry. His dad was a dance/concert promoter and hosted a radio talk show every

Sunday for some 30 years. From a 29 hour New Years Eve Dance Marathon to onion clipping contests, to The Harry James and Glenn Miller orchestras, to weekly Tejano music dances, he promoted them all... Joe says "I learned from the best." Dad always wanted me to make a career out of the special events industry and I guess I have, if only once a year.

In 1980, when Joe came to Hidalgo, he never dreamed that this community, the Hidalgo Chamber and Borderfest, would become his life's work. Twenty five years later he says that it has been a life that dreams are made of. He believes that the Lord has blessed him by giving him a great community to work in, full of outstanding citizens, leaders and volunteers that are supportive, committed, and share his passion.

In 1980, Hidalgo was a small international crossing with a population of 2,200 residents on the US-Mexico Border. Joe's vision was to develop a sense of community, of pride and to give people a reason to stop in Hidalgo. The city had a small community event called Fiesta Fronteriza (Border Fiesta) that was struggling and

drew about 300-400 people. Through organization, hard work and dedication it has been transformed into "Borderfest", now the largest and oldest heritage and music festival in South Texas. The festival has over 1,000 volunteers and an attendance of over 55,000.

Borderfest has been the catalyst for many successes in Hidalgo such as the Worlds Largest Killer Bee, the Festival of Lights, Ramon Ayala Christmas Posada, the Hidalgo Pump House Discovery and Heritage Center, The Dodge Arena, The All America City Designation, The World Birding Center and the Hidalgo Hike and Bike Trail.

Joe's passion for education and giving back to others is evident in all that he does. He states that he owes his success to the ability to fine tune and further his special event skills through programs and benefits offered by IFEA and other professional organizations. It is his belief that there is no other or better educational opportunity for the special events industry in the world, than the IFEA. He takes what he learns, gleans from everyone and shares it back twofold. He walks the walk and talks the talk by making sure that educational opportunities are available for everyone that wants to take advantage of them.

Joe believes that festivals are a celebration of our lives and our community. He lives by the following and hopes that others will to: don't be afraid to dream; don't ever believe you are too small to do anything; and don't ever quit learning -- nothing new in, nothing new out.

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IFEA/Zambelli Fireworks Internationale Volunteer of the Year Award



The importance of volunteers to our industry cannot be overestimated. Whether the individual acts as a volunteer administrator of an event or contributes his or her time and resources in support of a larger, multi-event organization with a paid staff, the efforts that are put forth deserve our heartiest congratulations and recognition. It is for that reason that the IFEA/Zambelli Fireworks Internationale Volunteer of the Year Award was created.

The Award recognizes those outstanding event volunteers whose unselfish and dedicated service to a member festival or event has made a significant difference in their community and mirrors the commitment to success in our professional ranks. Each winner is honored at the IFEA's Annual Convention & Expo as a guest of the IFEA and program sponsor Zambelli Fireworks Internationale.

2001

John Johnson

Nominated by SunFest
Palm Beach County, Florida

John Johnson has been a long time volunteer at SunFest of Palm Beach County, and is the first-ever winner of the IFEA/Zambelli Fireworks Internationale Volunteer of the Year Award. John became involved in SunFest in 1983, starting at the site management and operations level and working his way up through many volunteer positions to the Board of Directors. He assisted with the community outreach Adopt-A-Family home painting project and was recently named President-elect for SunFest 2003. Quiet and unassuming, Johnson changed careers at the age of 37, when he left his job as an estimator for an electrical contractor and went back to school to become a Registered Nurse. He works at Good Samaritan Hospital in the Progressive Care Unit in West Palm Beach. He lives in Royal Palm Beach with his wife of 22 years, Debbie, and their daughter, Erin.

2002

John Altadonna

Nominated by the Autumn Leaf Festival
Clarion, Pennsylvania



reality for the Autumn Leaf Festival in Clarion, Pennsylvania where John Altadonna spends more than 500 hours per year volunteering his time to the Autumn Leaf Festival and the Clarion Area Chamber of Business & Industry.

Unselfish and dedicated service makes a significant difference in a community. This sounds like a dream to most festival organizers, however it is a

John has been involved for 9 years, giving a total of 4500 hours of his time to the organization.

During John's time volunteering, he has been a driving force behind the Autumn Leaf Festival's "FoodStock" program since it began. This 24 hour food drive to help fill food pantries in rural communities, where incomes are low and work is limited, has collected a total of 37,540 counted and verified food items, setting a Guinness Record for most non-perishable food collected in a 24-hour period. Each item was distributed within 48 hours to eleven local food banks. What makes this accomplishment unbelievably impressive, however, is that the Autumn Leaf Festival and the "FoodStock" efforts are products of the Clarion Area Chamber of Business & Industry, a group that represents a total county population of only 41,765 residents.

Throughout the event, from conception to the delivery of the last food item, John works tirelessly to make a significant difference in the lives of the needy members of the community. Each year, John organizes, gets volunteers and injects new enthusiasm to the "Foodstock" program. He easily spends ten to twelve hours per week on this project alone, which adds to hundreds of hours spent toward the success of "FoodStock."

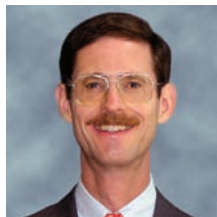
Because of John's efforts, the Pennsylvania Governor's Commission has adopted the "FoodStock" program for Community Service, in collaboration with Keystone SMILES Community Learning Center, and will actually bring "FoodStock" across the entire state of Pennsylvania on November 23, 2002 - a day the Governor has declared "Family Service Day." This is only the first part of John's dream. The next step for "FoodStock" is to be a nationwide food drive. John is working directly for this goal. His motto is "FoodStock, a great goal for a great cause."

In addition to organizing and directing "FoodStock", John has also co-chaired the Autumn Leaf Festival, served as a Board Member for the Clarion Area Chamber of Business & Industry, supports the local school districts with job shadow opportunities, employment for disadvantaged youth, and serves on the Board of Directors of Keystone SMILES. Through John's efforts and his volunteers, Keystone SMILES has generated over \$29,000 in youth scholarships for community service in Clarion and Venago counties.

John Altodonna is a true volunteer in every sense of the word. His commitment of volunteer service, above self, is a true testament to his being considered for this award. He is always there when you need him. His enthusiasm, interest and personal satisfaction in helping those most in need is one of his many attributes. "NO" is not in his vocabulary when it comes to lending a helping hand. John is that person who works quietly behind the scenes and does not expect any public thanks for his contributions. John continuously demonstrates a high quality of excellence in everything he does. His example of strength, dedication to volunteering, and humor has served as an excellent example to all who have had the privilege to know and volunteer along with him.

2003 Tad Fraizer

Nominated by Updowntowners
Lincoln, Nebraska



In his 17 years with Updowntowners, Inc., Tad Fraizer has held the longest board tenure in the organization's 18-year history. He's con-

sidered the backbone of the organization, which produces approximately 17 events annually for Downtown Lincoln in Lincoln, Nebraska.

Fraizer joined Updowntowners in 1986 and was elected to the Board of Directors in 1987. He has held the position of legal counsel and event logistics since 1986, except for the three years when he served as the Updowntowners' President-Elect, President and Past President. He currently dedicates 750-1,000 hours annually to Updowntowners events and legislative concerns.

Tad's suggestions to the legislative commission even helped Nebraska events avoid the loss of Special Designated Licensing (SDL) last session, a critical element to events there.

In his nomination, Polly McMullen,

President of the Downtown Lincoln Association, said, "Tad's roles have ranged from legal counsel to the Updowntowners (totally pro bono) to logistics chairman, float builder, government lobbyist, fundraiser, trouble-shooter and cheerleader!" She went on to say, "His contributions have included working with local government to create an events ordinance, which has become a model for other communities; masterminding logistics for the Holiday Parade and July Jamm; and monitoring legislation impacting special events."

"Tad has earned the respect and trust of not just his peers, but our police chief, city council, all city department directors who deal with events, the State Liquor Control Commission, and the business leaders of downtown Lincoln."

Deb Johnson, Executive Director of the Updowntowners, added, "All event professionals know that logistics for one event is time consuming and challenging. Tad provides logistics for all of our events. Tad also has a historical knowledge of our organization that is invaluable and his legal expertise is of extreme value with every contract and/or insurance policy that we must have for our events."

2004 Ray Griffin

Nominated by Cityfolk in
Dayton, Ohio



Ray Griffin's enthusiasm is evident in every aspect of his life, but it is most visible in the amount of time he gives as a volunteer for Cityfolk. Griffin

essentially made the festival what it is today by volunteering for the difficult task of Festival Director.

In the fall of 2000, Cityfolk's Executive Director resigned, leaving the organization and the festival in a precarious position. The Executive Director was also serving the dual role of Festival Director, which left a huge void in leadership that needed to be filled. Griffin approached the Cityfolk board of trustees, offering his services as the Festival Director, as well as the interim Executive Director of the entire organization. During the months he was the interim Executive Director, he united the staff (which had been cut by 50% and were emotionally exhausted) and put policies, accounting and contract management procedures into place to greatly improve the day-to-day operations of the organization.

Most importantly, as Festival Director, Griffin established the volunteer structure that is still in place today and is the

only way the festival could continue, having endured such a significant reduction in work force. Last year, the festival engaged over 1,000 volunteers, without whom the festival could not exist. Griffin also established the first ever festival volunteer appreciation event to further punctuate his commitment to a volunteer structure. The volunteer structure that Griffin established has now been successfully producing the largest multicultural festival in Ohio since 2001.

For the first time in years, Griffin not only produced a festival that satisfied every portion of Cityfolk's mission and core values, but he made a \$125,000 financial contribution to Cityfolk that offset all operational deficits and allowed the organization to carry out its regular season series of jazz, world, Celtic, and traditional music concerts and educational activities.

While he primarily dedicates himself to the Cityfolk festival in the role of Festival Director, Griffin is also extremely committed to their year-round season of activities as a volunteer Board Member, ticket buyer and committee volunteer. Griffin works an average of thirty to forty hours a week during the festival season.

Griffin's professional background is a perfect fit for the Festival Director position. He arrived at Cityfolk after he retired from the City of Dayton, where he managed the region's largest public facility - the Dayton Convention Center. Griffin brings his understanding of city departments and their hierarchy to his volunteer role as Festival Director. His ability to engage the right people needed to coordinate the festival, which attracts nearly 100,000 attendees and involves 1000 volunteers and dozens of sponsors and partners, has proven invaluable over the past years. Griffin's professional expertise has netted many positive results, including 2003's record-setting profits, a significant increase in in-kind contributions, a successful move of the festival's home, the largest family of sponsors and partners in the festival's history and the subsequent merger of two events under the Cityfolk festival's umbrella.

No matter how hectic the day's schedule is during the festival season, Griffin always takes time to discuss ideas with the staff and thank people for their time and efforts. He also exemplifies a great attitude during the festival by handling issues calmly and efficiently. His high priority on producing a quality event for families and the community enables him to rise above the inevitable problems.

In addition to being the Festival Director, Griffin has served on the Board of Trustees (two terms) and is currently serving on the Development and Finance Committee. He is a major donor to the



organization and solicits corporate and individual contributions. Griffin also volunteers with other local/regional organizations. He is a Past National Board Member and Present Volunteer for Neighborhoods USA and he is currently volunteering for the Oregon Historic District Society, the Southwest Priority board, and Dayton's Martin Luther King, Jr. Day Celebration.

It is no exaggeration to state that the Cityfolk festival would not have happened, or be in existence today, if it were not for Ray Griffin's work. He made a real difference in the organization's future, building the Cityfolk festival into the organization's largest fundraising event. Without it, the organization would have a difficult time surviving. Thanks to Ray Griffin, the 2004 Cityfolk festival promises to be the most exciting in the history of the organization.

2005 Lisa Collins

**Nominated by Memphis in
May International Festival
Memphis, Tennessee**



Lisa Collins, like the many volunteers she represents in spirit, has been extremely

dedicated and enthusiastic in her support for the Memphis in May International Festival in Memphis, Tennessee. She is completing her final term as chairman of their Hospitality Committee, a leadership role that follows more than ten years of faithful service as a Memphis in May volunteer.

Lisa is one of Memphis in May's Best Ambassadors. Her organizational skills and extensive pre-planning ensure that things run smoothly in an environment that is often hectic and always high energy.

As chair of the Hospitality Committee, Lisa is responsible for running over 20 backstage catering tents spread out between four separate stages. And that is just for one of four events! Since taking over as Chair, Lisa has been instrumental in the revitalization of her commit-

tee and personally trains each of her volunteers, making sure they understand their roles and what is expected of them.

Lisa also is able to see beyond the boundaries of her own committee and looks for ways in which she and her volunteers can help serve other committees and the Festival overall. In past years, Lisa's committee only participated in one of four festivals. As Lisa took on a larger leadership role, she began to see the bigger picture and recognized an important need for expanding the Hospitality Committee to support all events.

Creating an environment that balances hard work with ample fun is also something Lisa does with expertise. Her committee operates from daybreak to well after midnight on event days. Add in multiple days of set-up and load-out and you have one very busy schedule for people who are not getting paid. Only someone that lives it and leads by example, like Lisa, can inspire this kind of loyalty and dedication.

Lisa continually shows her support to Memphis in May by being conscientious of the bottom line and staying under budget. She oversees a spending budget of more than \$20,000, and even through two years of extensive budget cuts, has shown ingenuity and worked miracles in seeking out numerous donations and discounts from vendors.

Working Memphis in May is also a family project for Lisa, whose husband and grown daughter both put in endless hours in support of Lisa and the Festival. In fact, she met her husband while working as a volunteer for the Festival. Lisa is even grooming the next generation of volunteers. Too young to be an official Memphis in May volunteer, Lisa's grandson eagerly worked by his grandmother's side in preparation for the events. Lisa's commitment and dedication extends well beyond the time and effort she gives to the Festival. Upon their own initiative, Lisa and her husband take personal, un-paid vacation time from work in order to volunteer. This type of personal sacrifice shows just how big a heart she has for the festival and her community.

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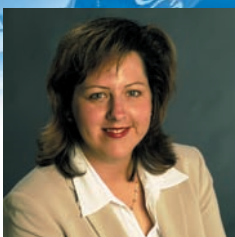


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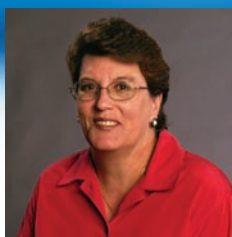
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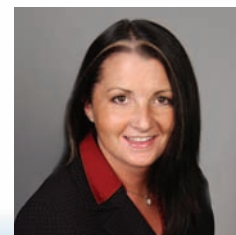
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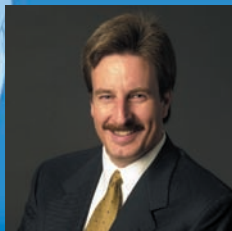


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50 Years of IFEA Chairs

As we celebrate our Golden Anniversary, we would like to pay tribute to those who have led the way during our first 50 years and laid the foundation for the future.



1956-58

John P. Geisler (d)
Saint Paul Winter Carnival

1959

Joseph R. Mickler (d)
Ye Mystic Krewe of Gasparilla

1960

Reynolds L. Andricks (d)
Fiesta San Jacinto Assoc.

1961

Walter A. Van Camp (d)
Seattle SEAFair



1962

Fredrick H. Lowry (d)
Tucson Festival Society

1963

Madeline Neupert
Barnum Festival Society



1964-65

Kenneth R. Walstad (d)
Minneapolis Aquatennial Assoc.

1966

Leon S. Cazin (d)
Latin American Fiesta Assoc.



1967-68

Josephine Hauck, CFEE (d)
(Indy) "500" Festival Associates



1969

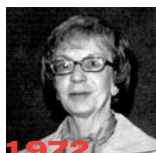
Max Colwell (d)
Pasadena Tournament of Roses

1970

Herbert C. Melleney, CFEE
St. Petersburg Festival of States

1971

Reginald W. "Reg" Hatch
Austin Aqua Festival



1972

Dorothy Walkmeyer (d)
National Cherry Festival

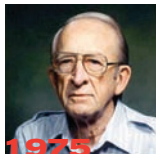
1973

Harrison D. Kohl (d)
Sun Bowl Assoc.



1974

Clayton W. Hannon, CFEE
Portland Rose Festival



1975

Robert G. Finke (d)
Buccaneer Days Celebration



1976

John R. "Jack" Guthrie
Kentucky Derby Festival

1977

Eugene R. Strommen
St. Paul Winter Carnival



1978

William G. Lawson (d)
Pasadena Tournament of Roses



1979

Ned W. Harden
Circleville Pumpkin Show

1980

P.G. "Pip" Martin
Edmonton Klondike Days



1981

Ferrell Vail
Anchorage Fur Rendezvous

1982

William H. Hausman, CFEE
Three Rivers Festival



1983

Janice Meyer, CFEE
Pro Football Hall of Fame



1984

Bruce E. Skinner, CFEE
Fiesta Bowl

1985

Jarvis Harriman
Tucson Festival Society

1986

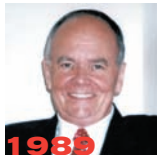
James Walls, Jr.
Dogwood Arts Festival



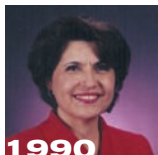
1987
Daniel A. Mangeot, CFEE (d)
Kentucky Derby Festival

1988

T. Doyle Heffron, CFEE
National Cherry Festival



1989
Don E. Whiteley, CFEE (d)
Salute 2 America Parade



1990
Marleen R. Pedroza, CFEE
Fiesta San Antonio Commission



1991
John H.B. "Jack" French
Pasadena Tournament of Roses



1992
Charlotte J. DeWitt, CFEE
Waterfront Festivals



1993
James W. Austin, PhD.
Houston International Festival



1994
Richard Nicholls, CFEE (d)
Gilroy Garlic Festival



1995
JoAnn Andera, CFEE
Texas Folklife Festival



1996
Bill Lofthouse
Phoenix Decorating Company



1997
Mary Bridges
Bridges Marketing & PR Group



1998
Eric Martin, CFEE
Bands of America



1999
Steven Wood Schmader, CFEE
Boise River Festival



2000
Karen Churchard, CFEE
Fiesta Bowl



2001
'K' Alferio, CFEE
Capital One



2002
Bill Charney, CFEE
Charney & Associates, Ltd.



2003
Thérèse St-Onge, CFEE
National Capital Commission



2004
Michael E. Berry, CFEE
Kentucky Derby Festival

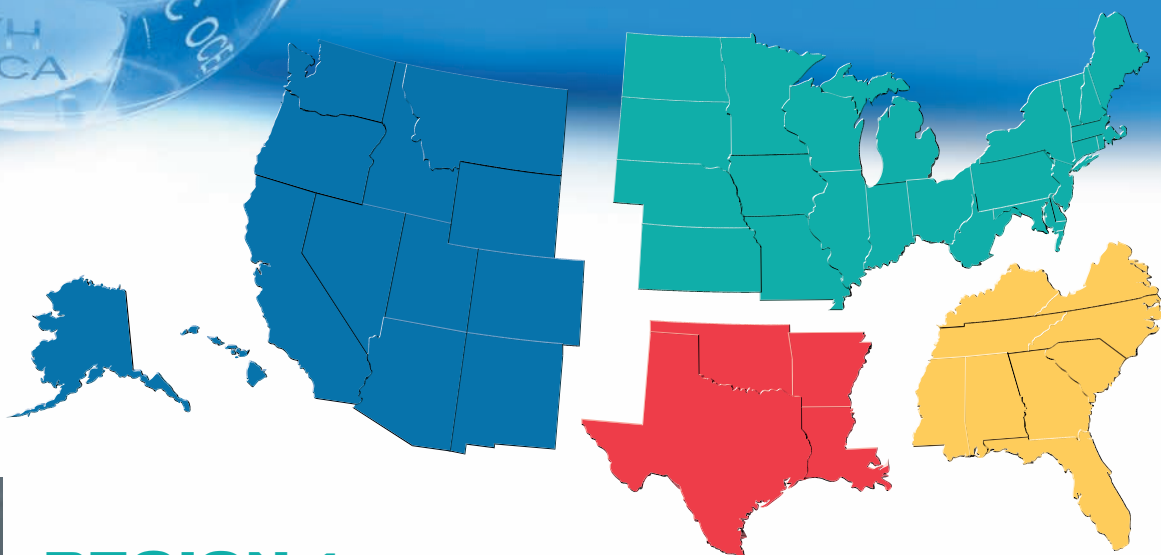


2005
Thomas Kern, CFEE
National Cherry Festival



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IFEA Regional Directors work to support our members throughout the United States. We invite you to contact them regarding programing and resources available in your area.



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AUSTRALIA

Australia and New Zealand have been developing festivals for many years. In 1996 we set up the Festival and Events Association as a mirror to the IFEA. The IFEA gave us a wonderful model for an exciting and enriching association. On behalf of the festivals of Australia, I would like to congratulate the IFEA on your ground-breaking work around the world.

Downunder, we can see that the globalization of the IFEA will benefit us all. To our north we have the largest populated area of the world.

All of the countries, from Indonesia to India, celebrate in the same way –with festivals and events. Recognizing that, the IFEA has a huge world to include under their wings.

In Australia, we look forward to increasing the professionalism of the festivals and events industry. IFEA is leading the way and we will all benefit by your camaraderie, experience, education and training programs. IFEA represents a structure that enables the building and growth of our profession and we look forward to being a part of your future successes.

Good on you from Downunder,

Bill O'Toole

IFEA President's Council - Australia
Founding Director Festival and Events
Association (FEA)

Founding President, Event Educators Forum (EEF)
Founding Executive, Event Management Body
of Knowledge (EMBOK)

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ASIA

Congratulations to IFEA on your 50th Birthday!

Festivals and Special events provide a unique platform for our fellow human beings to come together in like mindedness to celebrate our cultures, traditions, and special events in peace and harmony. The world needs more peace and harmony and we at IFEA have the ability to offer just that.

While we celebrate IFEA's 50th Anniversary, we would like to invite the world to come and experience the richness of multicultural traditions and the many festivities of Asia. Leave behind only goodwill and bring home wonderful memories.

Happy Birthday IFEA!

Jimmy Wong

President, IFEA Singapore / Asia

Congratulations to the IFEA on your 50th Anniversary!

Festivals coexist with grand occasions. Happiness gets along with peace.

IFEA China will make our best efforts to ensure the continued success of IFEA's exalted career and best dreams, together with our global IFEA peers.

With all best wishes,

Zhang Nuan

President, IFEA China
Vice President, IFEA Asia

EUROPE

The many special celebrations and professionals who make up IFEA Europe send our best wishes to the IFEA on the occasion of their 50th Anniversary and look forward to working beside our worldwide peers as we all strive to unite our industry under a common umbrella of creativity, communication and cultural diversity. The door to Europe's best festivals and events is always open and our global friends are always welcome.

With best regards,

Jeroen Mourik

President, IFEA Europe

LATIN AMERICA

As IFEA celebrates its 50th Anniversary, this unique and special entity continues opening horizons all over the world for the benefit of its members and professionals peers. This year a new territory is coming to join IFEA, increasing its growth still more: Latin America opens the doors for IFEA and vice-versa. A tropical land, with beautiful beaches, magnificent mountains and forests, and the most important: a happy, hospitable and festive people, which is very appropriate for IFEA.

The arrival of IFEA in Latin America opens a huge market for all its members: 19 countries, starting with Brazil, a country with almost 200 million inhabitants, the seventh largest economy of the planet, and thousands of events each year, including some of the largest and most popular festivals in the world, like Rio de Janeiro's Carnival Parade, well known as one of the most beautiful celebrations in the world, and the Carnival of Bahia, the "Biggest Street Party on Earth" according to the Guinness Book of World Records. With a rich calendar of festivals and special events, and an enormous potential to be explored, Latin America offers countless opportunities. From now on, through the performance of IFEA, event producers from

around the globe can do exchanges, partnerships and joint-ventures with their peers of the region, importing and exporting festivals, events, attractions, talents, products, services and know-how.

Congratulations to the IFEA, its board and staff, for the first 50 years and welcome to Latin America. The next 50 years are just beginning.

With best regards,

Daniel Baldacci

President, IFEA Latin America
President, Brazilian Festivals
& Events Association

MIDDLE EAST

IFEA Middle East and CSM extends their heartiest congratulations to IFEA on its 50 years of success!! Over the course of those years, IFEA has faithfully demonstrated its commitment to ensuring the highest standards of ethical and professional conduct in and amongst the various industries affiliated with events and festivals. Most recently, IFEA's efforts to extend those standards globally has been evidenced through the formation of IFEA chapters around the world, through which all nationalities are welcomed into the family of events and festival professionals. As one of your key Middle East partners, we at CSM look forward to IFEA's continued success in its mission for many more decades to come.

Best wishes for continued success,

Jackie Wartanian

President, IFEA Middle East
Managing Director
Center Stage Management (CSM)

NORTH AMERICA

Celebration exists in many forms, but there is none better than a celebration shared with family and friends. IFEA North America is pleased to wish IFEA a heartfelt congratulations on the occasion of their 50th Anniversary and looks forward to the next 50 years, as we grow our IFEA global family and expand our worldwide professional network to the benefit of our entire industry. If we can give an anniversary gift to ourselves, I cannot think of a better or more valuable one.

Best wishes for continued future successes,

Kaye Campbell, CFEE

IFEA North America
Senior Vice President, IFEA World

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1996



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1998



Pat Craig Corda, CFEE

1999



Bill Lofthouse

2000



Bridget Sherrill, CFEE

2001



Wright Tilley, CFEE

2002



Bruce Wicks, Ph.D.

2003



Paul Jamieson, CFEE

2004



Bruce Erley, APR

2005



It is a pleasure to stop and take a moment to look back as we celebrate the 50th Anniversary of IFEA. The IFEA Foundation was founded in 1993 to support the Association by taking on the role of generating financial resources to support the mission of IFEA.

Our first gift to IFEA was the next year when we raised \$10,000. Since that time, we have increased our annual level of fundraising and the corresponding grants we have made to the IFEA ten-fold. This year, the Foundation's grants to the IFEA will exceed \$100,000.

Those gifts will enable our professional association to better serve the members of IFEA through such programs as the provision of professional speakers, increasing the resources of the IFEA Bookstore and Resource Center, the enhancement of our professional certification (CFEE) and development programs, as well as improvements in association technology.

Since the inception of the IFEA Foundation, I am pleased to report that we have donated nearly \$650,000 to the IFEA.

Over the years, it has been the active involvement of the IFEA Foundation Board and its leadership that has made these accomplishments possible. I would like to pay tribute to the past Chairs of the IFEA Foundation. They are listed in the adjacent box. We have also been very fortunate to have the leadership of Bruce Skinner as the CEO of the Foundation. His vision and leadership has played a crucial role in our recent strides.

I can't conclude this letter without thanking you, the members of IFEA. Without your donations to the Foundation, attendance at our special events, as well as your auction donations and purchases, our successes would have been a shadow of what we have achieved together.

Sincerely,

Bruce L. Erley
Chairman, IFEA Foundation

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C F E E

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The following festival and event professionals have obtained their CFEE (Certified Festival & Event Executive) designation, placing them among the very best in our industry. They have shown their commitment to excellence; dedicated themselves to furthering their events, their profession and their careers; and clearly understand the difference between "good" and "great". On our 50th Anniversary, we salute these individuals who represent the successes of the past and the visions for the future.

Ann Marie Adler
K Alferio
Sandy Althouse
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Raising the Bar

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As a professional in the Festivals & Events Industry, you know the difference between Good and Great. You've dedicated yourself to the "whatever it takes" approach that has become your hallmark. You understand the importance and value of continuing to hone your skills, growing your knowledge base, expanding your professional network, and surrounding yourself with others who have reached the top levels of their careers as well. So where do you go from here?

Maybe it's time to raise the bar.

CFEE (Certified Festival & Events Executive), the IFEA's professional certification program, is the top rung of professional achievement. Attainment of your CFEE certification provides recognition of your commitment to excellence, experience, and to your career, placing you in an elite group of the top festival and event professionals in your field. It's your personal statement of quality.

So go ahead...raise the bar.

IFEA Friends Lost

They touched us as friends.
They taught us as professionals.
They made us better.



Max Colwell

Pasadena Tournament of Roses
IFEA Board Chair 1969
1903 - 1978



Don Whitely, CFEE

Argonne Parades
IFEA Board Chair 1989
- 1999



Ken Walstad

Minneapolis Aquatennial
IFEA Board Chair 1964-65
1926 - 1983



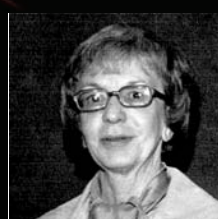
William Lawson

Pasadena Tournament of Roses
IFEA Board Chair 1978
1914 - 2000



Robert Finke

Buccaneer Days Celebration
IFEA Board Chair 1975
1916 - 1992



Dorothy Walkmeyer

National Cherry Festival
IFEA Board Chair 1972
1917 - 2001



Josephine Hauck, CFEE

(Indianapolis) 500 Festival
IFEA Board Chair 1967-68
1918 - 1997



John Geisler

St. Paul Winter Carnival
Founder of IFEA
IFEA Board Chair 1956-58
1922 - 2002



Dan Mangeot, CFEE

Kentucky Derby Festival
IFEA Board Chair 1987
1939 - 1997



John Stewart, CFEE

La Fete Colombienne Des Enfants
IFEA/Miller Brewing Company
Hall of Fame 1997
- 2002

**Sue Twyford, CFEF**

SunFest of Palm Beach County
 IFEA/Miller Brewing Company
 Hall of Fame Inductee 2003
 1956 - 2003

**George Zambelli, Sr.**

Zambelli Fireworks Internationale
 IFEA/Miller Brewing Company
 Hall of Fame Inductee 1993
 1924 - 2003

**Fred Lowry**

Tucson Festival Society
 IFEA Board Chair 1962
 1916 - 2004

**Bob Kemp**

Kemp Balloons
 Founder, Kemp Balloons
 - 2005

**Dick Nicholls, CFEF**

Gilroy Garlic Festival
 IFEA Board Chair 1994
 1944 - 2005

No Picture Available**Walter Van Camp**

Seattle Seafair
 IFEA Board Chair 1961

Joseph Mickler

Ye Mystic Krewe of Gasparilla
 IFEA Board Chair 1959

Reynolds Andricks

Fiesta San Jacinto Assoc.
 IFEA Board Chair 1960
 - 1984

James Walls, Jr.

Dogwood Arts Festival
 IFEA Board Chair 1986

Leon Cazin

Latin American Fiesta Assoc.
 IFEA Board Chair 1966

Robert E. Meyer, Jr.

Author of *Festivals, U.S.A.*
 IFEA Founder
 1911 - 1994

Harrison Kohl

Sun Bowl Association
 IFEA Board Chair 1973
 - 1998

Gretchen Lofthouse

Beloved Spouse of Bill Lofthouse
 and Industry Supporter
 - 2004



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on 50 years



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