

IFEA NEWS



IFEA WELCOMES NEW ERA WITH LAUNCH OF CALIFORNIA STATE UNIVERSITY, CHICO STUDENT CHAPTER

The International Festivals & Events Association is pleased to announce the formation and launch of the first-ever IFEA Student Chapter at California State University in Chico, California. The chapter held an inauguration celebration May 1, to induct the founding 45 members, representing a wide range of majors from across the campus, including event management, marketing, public relations, business, finance, recreation, journalism, hospitality and others with an interest in pursuing future careers in the festivals and events industry.

The Chapter's Faculty Advisor, Dr. Jeff Jiang, Coordinator of the Special Event and Tourism Program at CSU, Chico, is a long-time member and supporter of the IFEA, serving as a member of the IFEA Global Roundtable Council and helping to open up many doors for the IFEA in China since 2005. The students were congratulated on their new role and accomplishment by IFEA World President & CEO, Steven Wood Schmader, CFEE and Robert Knight, Dean of the College of Humanities and Fine Arts.

Helping to get the new Student Chapter off to a quick start, the group gathered on May 6th for a presentation by industry icon Jean McFaddin, former producer of the Macy's Thanksgiving Day Parade for 25 years, who shared a plethora of lessons learned throughout her career, congratulating and challenging the group to maximize their use of the IFEA global network as they pursue their own careers.

"We are very excited about this new partnership with the next generation of industry leaders," said Steve Schmader, IFEA World President & CEO. "Over our months of planning, we have challenged the new chapter to play an active role in helping the IFEA reach out to and involve students from around the world, helping us to include them in our global dialogue, identifying new avenues to bring current professionals together with future professionals, and setting the example for other universities around the world to emulate. We will be asking the leaders in our field to help by providing internships, job opportunities, and knowledge sharing, while also encouraging them to turn to our new student chapter(s) for assistance with research and other projects, including how to effectively reach younger generations with their own marketing plans and programming."

Stephanie Farmwald, Inaugural President of the new IFEA Student Chapter at CSU, Chico, and the newly elected chapter board, are already busy planning for the group's activities, including building and hosting a student page on the new IFEA web site (under current redesign); helping chapter members to attend the IFEA's 59th Annual Convention & Expo in Kansas City in September; creating internship and job 'wish lists' to be shared with the IFEA network; planning Behind-the-Scenes' visits with area events and municipalities; scheduling future guest speakers; and creating event project model programs similar to the IFEA's Event Management School curriculum. "Our founding and newly elected officers are excited to work closely with the IFEA to build a student chapter model that can be replicated around the world. We look forward to exploring new ideas and opportunities, and to learning from and working with the global

professionals in the IFEA network as we all plan our future careers and industry successes."

Events and/or event professionals interested in learning more about providing student internships, exploring project-based programs with the new chapter, or sharing other ideas, should contact IFEA President Steve Schmader at Schmader@ifea.com or Faculty Advisor Jeff Jiang at JJiang@csuchico.edu.

