



On the Cover: Dancers from the Silver Dollar City World-Fest in Branson, Missouri held in April & May.

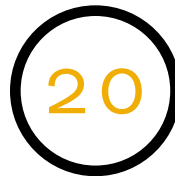
DEPARTMENTS

- 6 Letter from the President
- 10 People
- 14 Industry Perspectives
- 48 The Board Table
- 51 IEG Insights
- 52 IFEA Update
- 54 IEG Insights
- 47 Foundation
- 56 IFEA World
- 58 Marketplace
- 64 Parting Shot

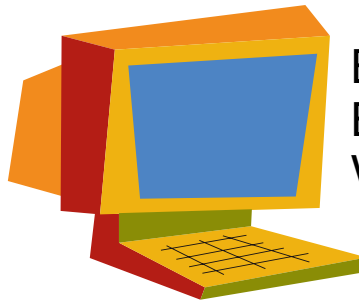


summer 2002

FEATURES



When Good
Weather is Bad



Building an
Effective Event
Web Site



Meeting the
Challenge on
the Volunteer
Front

By Becky Genoways, CFE





30

Five 'W's & an 'H' of Parade Security

By Alexander Berlonghi

34

Selling Sponsorship in Uncertain Times

By Sylvia Allen



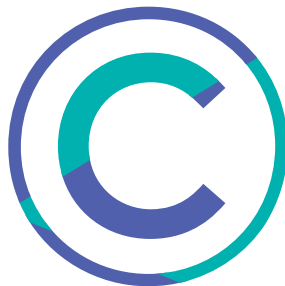
If it's Red Do We Stop?

36

40

Face the Music: Are You Violating Copyright Law?

By Jerry Bailey



Final Corporate Sponsorship Regs From IRS Seek to End 10 Years of Controversy

44

