

On the Cover: The familiar sight and sounds of marching bands herald the arrival of fall, as football games and holiday parades highlight a cornucopia of seasonal events.

DEPARTMENTS

- 6 Letter from the President
- 10 People
- **12** Industry Perspectives
- **38** Ask the Experts
- **40** Foundation
- 44 The Board Table
- 48 IFEA Update
- 60 IFEA World
- 62 Marketplace
- **68** Parting Shot



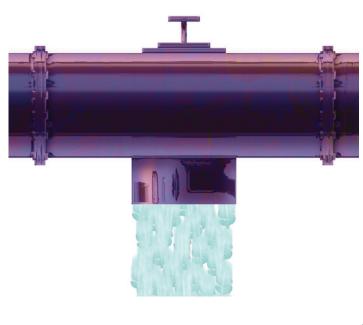
FEATURES



Being Human While Managing Them

By Eric L. Martin, Esq., CFE





Building Your Sponsorship Sales Pipeline

By Lesa Ukman, Executive Editor, IEG Sponsorship Report





Serious Fun: Strategic Planning for Events

By Ira L. Rosen





Phasing in an Updated Web Presence

By Clay Williams and Wil LaBossier



Urban Legends: Adentures in City Regulations

By Vern Biaett, CFE, and Linda Van Hook

