

On the Cover: Animal the beloved Sesame Street character, courtesy of Dynamic Displays and The Jim Henson Company, looms over the festive streets during the annual State Street Thanksgiving Parade in downtown Chicago



FEATURES

DEPARTMENTS

- 6 Letter from the President
- 10 People
- 12 Industry Perspectives
- 16 Book Review
- 38 Foundation
- 42 The Board Table
- 44 IFEA Update
- 62 IFEA World
- 64 Marketplace
- 68 Parting Shot

28

The Power of Festivals to Build Community

By Steve Remington, CFEE



24

10 Ways to Prepare for Crisis Control

By Nancy K. Eberhardt and Jean Shaughnessy Hodges





26

Jungle Survival Tips

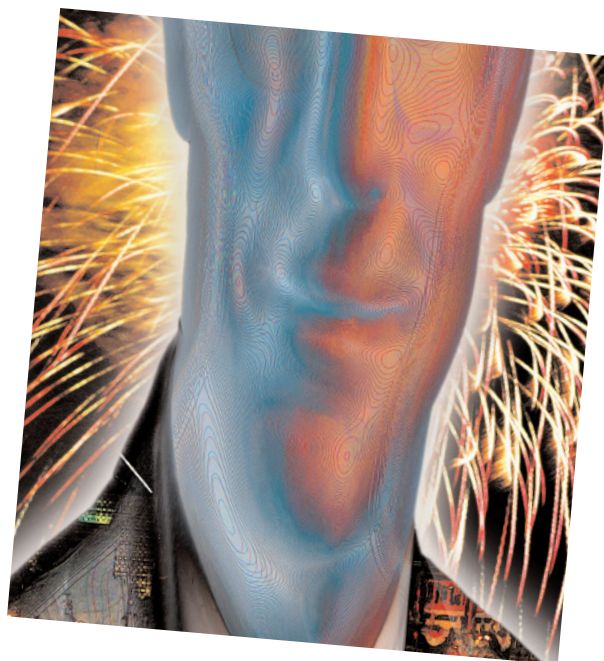
Making Your Event Thrive in Any Economy

By Dr. Vincent Muli Kituku

31

Furthering Professionalism in the Events Industry

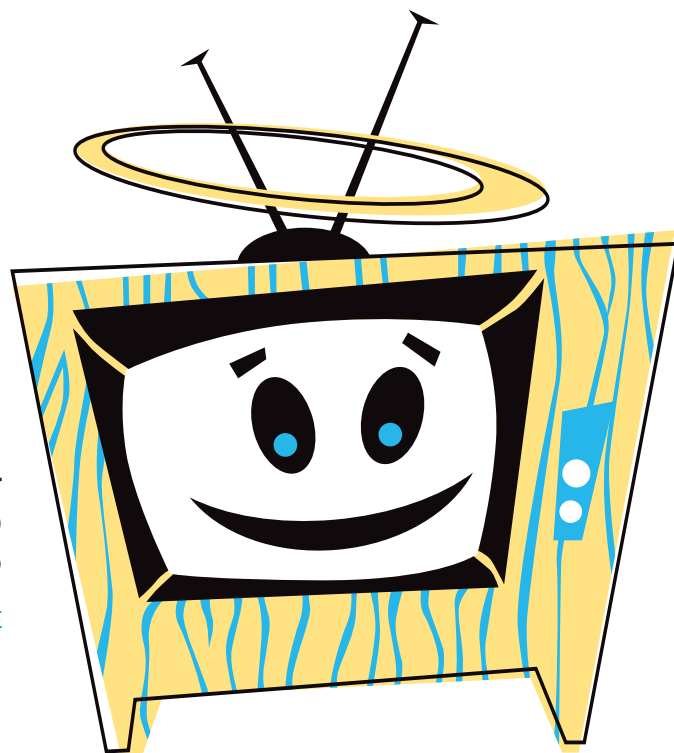
By Ira Rosen



What is Networking?

By Sylvia Allen

31



36

Media Sponsorship Friend or Foe?

By "K" Alferio, CFEE