



On the Cover: In this issue of "ie" we pay tribute to George Zambelli, Sr., who passed away on Christmas Day at the age of 79. The patriarch of the Zambelli family... "The First Family of Fireworks", was inducted into the IFEA/Miller Brewing Company Hall of Fame in 1993. Cover Photo: ©EJ Morris

DEPARTMENTS

- 6 Letter from the President
- 10 People
- 12 Industry Perspectives
- 16 Book Review
- 40 Foundation
- 44 The Board Table
- 46 IFEA Update
- 56 IFEA World
- 60 Marketplace
- 64 Parting Shot

Volume 14, Issue 3 "ie" (ISSN 1541-6909) is published four times a year by the International Festivals & Events Association, 2601 Eastover Terrace, Boise, ID 83706, USA. Periodical postage paid at Boise, ID and additional entry offices. Permission to quote from material herein is granted provided proper credit is given to IFEA. Subscriptions are available for \$50 per year. POSTMASTER: Send address changes to "ie", 2601 Eastover Terrace, Boise, ID 83706.



FEATURES



18

George Zambelli, Sr.

By Gayle O'Donahue

22

Evaluation
Making Good
Events Great

By Tom Kwiatek, CFEE



26 Credit Card Processing Tools & Tips: The Truth About Smart Cards

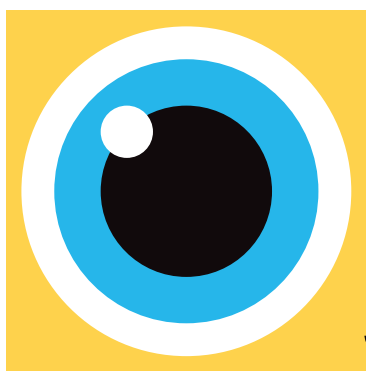


Building Communities Into Your Event

By Ed Bautista

28

30 Multi-Cultural Marketing
By Elisa Gonzalez-Rubio



34

The Not So Secret Formula of Maximizing the Guest Experience

By Sam Lemheney, CFEE

36

Using GPS and GIS Technology to Improve Your Event

By Jeff Orswell

