

On the Cover: Disney's Very Merry Christmas Parade, Disney World, Orlando, Florida.

DEPARTMENTS

- **6** Letter from the President
- 14 People
- **18** Industry Perspectives
- 22 Book Review
- 44 Foundation
- 48 The Board Table
- 50 IFEA Update
- 62 IFEA World
- 64 Marketplace
- **68** Parting Shot

Winter, Volume 15, Issue 4 "ie" (ISSN 1541-6909) is published quarterly 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.



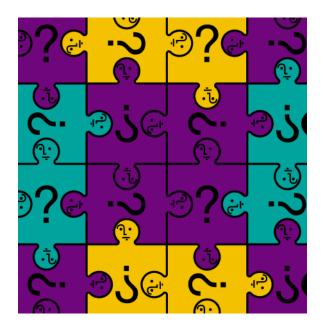
FEATURES





By Jeanine Battle, CFEE





Event
Partnerships:
10 Questions to
Go Beyond the
Obvious

By Joseph Lillis, CFEE

Tips, Tricks & Shortcuts Part 2

By Steve McClatchy







42

Practice Safe Stress

By Barry Roberts, C.A.S.



"How To Develop Your Innovative Thinking Skills"

By Barry Roberts, C.A.S.

