



On the Cover: Musicians performing at Silver Dollar City's World Fest in Branson, Missouri.

DEPARTMENTS

- 6 Letter from the President
- 12 People
- 14 Industry Perspectives
- 18 Book Review
- 44 IFEA Update
- 58 IEG Insights
- 62 IFEA World
- 64 Marketplace
- 68 Parting Shot

Winter, Volume 16, 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



Harnessing the Power of Relationships

By Bruce L. Erley, APR

22

24

The Power of Passion

By Paul Jamieson, CFEE





Choosing the Perfect Talent

By Skye Griffith, CFEE

28

32

Floats: The Magic behind the Magic

By Bill Lofthouse



36

How to Build a One-Inch Billboard

By Nancy Chapman, CFEE



The Art of Negotiation

By Sylvia Allen, CFEE

40

