



On the Cover: Traditional Irish folk tunes being sung at BorderFest 2007 "A Salute to Ireland", Hidalgo, TX.

DEPARTMENTS

- 6** Letter from the President
- 14** Industry Perspective
- 42** IFEA Foundation
- 44** The Board Table
- 46** IFEA Update
- 50** Volunteer of the Year Award
- 52** Sponsorship Success Award
- 53** Pinnacle Award
- 54** Hall of Fame
- 58** IFEA World
- 64** Marketplace
- 68** Parting Shot

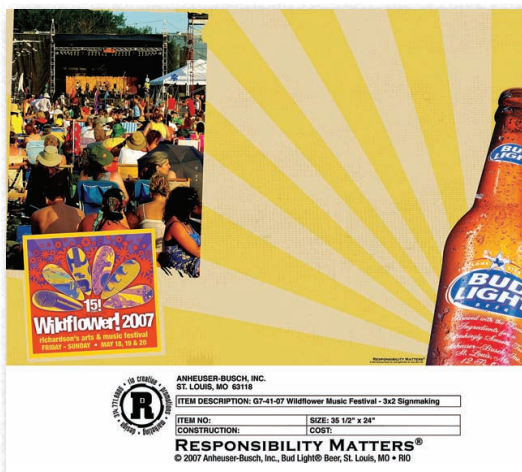
Fall 2007, Volume 18, Issue 3 "ie" (ISSN 1541-6909) is published quarterly by the International Festivals & Events Association, 2603 W. Eastover Terrace, Boise, ID 83706, USA. Periodical postage paid at Boise, ID and additional entry offices. Permission to quote from material herein is granted provided proper credit is given to IFEA. Subscriptions are available for \$50 per year. POSTMASTER: Send address changes to "ie", 2603 W. Eastover Terrace, Boise, ID 83706.



18

The Portland Rose Festival's Top Ten for Planning Our Hundredth

by Marilyn Clint and Rachel Trice



24

Festival Marketing... Ohh, the Alternatives

by Geoff Fairchild

Celebrations of Diversity and Aloha

by Robbie Kane

28



32

Last Generation Sponsorship

by Kim Skildum-Reid

38

Why People Fail to Achieve Their Goals

by Douglas Vermeeren



58

Hahaha!

by Charlotte DeWitt, CFEE

