



On the Cover: We pay a special tribute and remembrance to Bill Lofthouse "The Granddaddy of Rose Parade float builders." Founder and CEO, Phoenix Decorating Co. See page 20 for our tribute to Bill and his legacy to our industry.

DEPARTMENTS

- 6 Letter from the President
- 12 Current Events
- 16 People Profile
- 52 The Board Table
- 54 IFEA Foundation
- 56 IFEA Update
- 59 Marketplace

Fall 2008, Volume 19, 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.



FEATURES

22

Sun, Surf and Sand
by Lara Scott



26

Creating and Maintaining Organizational Culture
by Ted Barody



30

Effectively Manage Your Multitasking Day
by Michael Guld



32

Maximizing Your Event's Public Relations Through Media Sponsorships
by Janet C. Hart, CFEE



34-51

Global Perspective

