

On the Cover: The Quebec Winter Carnival has gained international fame over the years through its renowned key figure, Bonhomme Carnaval, living replica of the snowman that enchanted the youth of all Quebecers. Photo crédit: Carnaval de Québec.

DEPARTMENTS

- 6 President's Letter
- 8 2011 IFEA Webinar Series
- **10** Current Events
- **12** Sustainable Event Management
- **14** The A to Zambelli of Fireworks Displays
- **16** Insurance Insights
- **18** Industry Perspectives
- **56** International News
- 60 The Board Table
- 61 Hall of Fame Nominations
- **62** Volunteer of the Year Nominations
- **64** 2011 IFEA Webinar Series
- 71 Marketplace

Winter 2010, Volume 21, Issue 4 "ie" is published quarterly by the International Festivals & Events Association, 2603 W. Eastover Terrace, Boise, ID 83706, USA. Permission to quote from material herein is granted provided proper credit is given to IFEA. Subscriptions are available for \$50 per year.





Beyond The Logo! A Secret to Your Event Succes

by Gail Lowney Alofsin



We're Broke. Want to Sponsor Us?

by Gail S. Bower



The Power of Partnerships Enhancing Your Event

by Carla Marshall



Internet 101: Vendors and the Web

by Michael R. Geisen



Event Volunteers Going Green

by Florence May, TRS



The Current and Future Impacts of the Global Financial Crisis Upon Festivals and Events: Where Do We Go From Here?

by Seungwon "Shawn" Lee, Ph.D. and Joe Goldblatt, Ed.D, CSEP



Industry Compass 2010: Global Issues, Trends, Challenges, and Opportunities Impacting the World of Festivals & Events

by Charlotte J. DeWitt, CFEE