



On the Cover: Dawn balloon flight at Spirit of Boise Balloon Classic, Boise, ID. Photo courtesy Lighter Than Air America, Inc.

DEPARTMENTS

- 10 President's Letter
- 12 The Board
- 14 Foundation
- 16 The Digital Life
- 18 English 101
- 20 "They Said What???"
- 22 The Un-comfort Zone
- 26 Leadership at All Levels
- 30 The Sponsor Doc
- 32 Turnstiles: Marketing for Event Managers
- 55 60th Anniversary IFEA Convention & Expo
- 77 2015 IFEA Expo
- 83 2015 IFEA Webinar Series
- 89 IFEA World Festival & Event City
- 101 Pinnacle Awards
- 120 Marketplace

Summer 2015, Volume 26, Issue 2
"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.

FEATURES

- 34** **The Power of Brand Presence at Festivals & Events**
by Marc Goulet
- 36** **From Volunteers to Super-Volunteers**
by Kathryn May
- 38** **Creating a Successful Mascot Program**
by Michael Baxter
- 42** **To Screen or Not to Screen?**
Provided by Verified Volunteers
(A SterlingBackcheck Company)
- 46** **Tokens Keep the Beer, Lines and Profits Flowing**
by Jim Wahl
- 48** **Economic Impact to the Local Economy Collaborating and Cooperating with Local Government as Social Entrepreneurs**
By Wes Tilghman
- 52** **Creative Insurance Is No Oxymoron**
by Melissa Matheson
- 54** **Top Ten Tips to Draw More Attention to Your Festival Booth**
by Amy Amdur