

On the Cover: The Pasadena Tournament of Roses 133rd Rose Parade presented by Honda. Pictured is the Michael D. Sewell Memorial Foundation Float, "Saluting America's Band Directors. We Teach Music. We Teach Life." This float raises awareness about the importance of music and the dedication of America's band directors. The float was accompanied by a band of 275 band directors from all 50 states and Mexico, making it the first parade entry to incorporate both a float and a marching band.

## **DEPARTMENTS**

- 10 IFEA President's Letter
- 12 IFEA World Board
- 14 IFEA Foundation Board
- 20 Prune & Bloom
- 24 Festivals Without Borders
- 28 The Uncomfort Zone
- 32 The Intentional Leader
- 40 Everyone's Invited
- 46 The PR Shop
- 52 Leadership at All Levels
- 61 Pinnacle Awards Call for Entries
- 102 Hall of Fame Call for Nominations
- 103 Leadership Legacy
- 108 Volunteer of the Year Call for Nominations
- 114 Marketplace

Spring 2022, Volume 33, Issue 1 "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.





Is There a Doctor in the House?

By Sarah Umlauf



Anchors, Signposts, Echoes, and Loops

By Kate Zabriskie



Ransomeware Readiness and Recovery 8 Do's and Don'ts

By Bryce Austin



The A B Cs of Digital Marketing

By Lisa Apolinski



The Experience Equation – How Alignment Elevates Festivals & Events

By Doreen Biela, CEM, CFMM, CPRP



Three Reasons Why Hiring Salespeople "Just Doesn't Work Like That"

by Sara Wesche



**5 Agreements For Your Future Culture** 

By Jason V. Barger



It's Me, Not You (Actually, Maybe It Is!) When It's Time to Divorce Your Clients

By Kate Zabriskie



The Neuroscience of Innovation

By Susan Robertson



10 Things to Know If You're New to Cloud Computing

By Susanne Tedrick